Advertising Age

50 YEARS 1930-1980

$30 a Year; This Issue $3.00 | The International Newspaper of Marketing | March 19, 1980

Entire contents copyright 1980 by Crain Communications Inc. All rights reserved

679 agencies hit income of $4.1 billion

Copyright 1980 by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

By JOHN J. O'CONNOR

NEW YORK—A total of 679 agencies combined for another record-breaking year as their total 1979 gross income jumped to $4.10 billion on billings of $28 billion, according to the 36th annual compilation of agency data by ADVERTISING AGE.

The 1979 total of $4.10 billion was 18.5% above the combined gross income of $3.46 billion reported by 629 agencies in AA's survey a year ago. In establishing a new gross income record in 1979, the 679 agencies posted billings of $27.9 billion, a 19.7% jump over the $23.3 billion record set in 1978.

At the close of 1979, the world's three largest U.S.-based agencies—J. Walter Thompson Co., McCann-Erickson and Young & Rubicam—were battling for supremacy in the gross income race. But once again, JWT emerged the winner as its gross income rose 14.7% to $254,000,000, compared with $221,500,000 in 1978. JWT's billings were $1.69 billion in 1979, compared with $1.47 billion in 1978.

▪ McCann-Erickson, breathing down JWT's neck with gross income of $250,400,000 on world billings of $1.67 billion has Young & Rubicam nipping at its heels. Y&R's 1979 figures read $247,600,000 in gross income on billings of $1.92 billion. (Y&R's billings total in-

(Continued on Page 6)

Top Ten Agencies in World Billings

(U.S. Agencies: Billings in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$1,921.1	$1,359.5
2	J. Walter Thompson Co.	1,693.0	1,476.0
3	McCann-Erickson	1,670.3	1,407.1
4	Ogilvy & Mather Int'l.	1,392.6	1,131.9
5	Ted Bates & Co.	1,203.0	904.0
6	SSC&B	1,021.6	887.6
7	BBDO Int'l.	985.5	817.3
8	Leo Burnett Co.	950.7	866.1
9	Foote, Cone & Belding	918.1	740.5
10	D'Arcy-MacManus & Masius	853.6	698.8

Top Ten Agencies in World Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	J. Walter Thompson Co.	$253.9	$221.5
2	McCann-Erickson	250.4	211.0
3	Young & Rubicam	247.6	203.8
4	Ogilvy & Mather Int'l.	206.2	168.4
5	Ted Bates & Co	181.0	133.1
6	SSC&B	153.2	133.1
7	BBDO Int'l.	144.8	120.4
8	Leo Burnett Co.	141.1	128.3
9	Foote, Cone & Belding	137.6	110.0
10	D'Arcy-MacManus & Masius	128.0	104.7

Top Ten Agencies in U.S. Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$149.7	$118.1
2	J. Walter Thompson Co.	118.2	107.2
3	Ogilvy & Mather Int'l	106.8	89.8
4	Ted Bates & Co.	98.4	54.9
5	Foote, Cone & Belding	95.9	75.7
6	Leo Burnett Co.	94.5	89.0
7	BBDO Int'l.	91.3	80.1
8	Grey Advertising	74.7	65.2
9	Doyle Dane Bernbach	72.1	64.5
10	McCann-Erickson	69.4	59.6

Top Ten Agencies in Income Outside U.S.

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	McCann-Erickson	$181.0	$151.1
2	J. Walter Thompson Co.	135.7	114.9
3	SSC&B	119.9	100.9
4	Ogilvy & Mather Int'l.	99.4	82.5
5	Young & Rubicam	97.9	85.8
6	Ted Bates & Co.	82.6	76.0
7	D'Arcy-MacManus & Masius	70.6	54.7
8	BBDO Int'l.	53.5	52.3
9	Leo Burnett Co.	46.6	39.2
10	Campbell-Ewald	44.6	36.9

Henderson Advertising named Agency of the Year

Advertising Age has chosen Henderson Advertising, Greenville, S.C., to receive its Agency of the Year award for 1979. This is the first year since the award was begun in 1973 that an agency outside of New York or Chicago has been selected. The choice was based on the belief that effective creative advertising is not limited to the big-city agency.

By NANCY MILLMAN

GREENVILLE, S.C.—ADVERTISING AGE has gone outside the big advertising centers of the nation to choose its Agency of the Year for 1979: Henderson Advertising of Greenville, S.C.

While creative work in the major cities remains high and such agencies as Della Femina, Travisano & Partners, Doyle Dane Bernbach, McCann-Erickson, Waring & LaRosa and W. B. Doner & Co. all came in for high praise for their work during 1979, AA's selection signals a belief that important trends of the new decade will be exemplified by the Hendersons of the agency business, which do serious, hard-working creative campaigns quietly, without fanfare, for important national and regional advertisers.

Henderson Advertising was selected as Agency of the Year for its daring concept of building an agency with big-city talent and handling major national accounts—far away from the big city; its rapid growth from both old and new clients; new product development work, and its contribution to the growth and success of major clients, notably its Greenville neighbor, Texize.

Jim Henderson, founder and chairman, launched his agency as an operation of one in August, 1946. Mr. Henderson had worked for General Foods in sales, promotion and advertising, and was an account exec with the Curt Freiberger Agency in Denver, before returning to his southern roots to build his own business. "I thought the South could produce advertising as good as anywhere," the compact, impeccably tailored exec said. "I thought I could build an agency that could equal, quality-wise, any agency in the country."

Henderson Advertising today is billing $54,000,000 annually. This is double the January, 1978 billing figures. The agency employs 135 persons, many of whom have come from major agencies in New York, Chicago and St. Louis.

In the last year, Henderson has

(Continued on Page 2)

STP FIGHTS FOR GAS MILEAGE!
Fight Back with STP Carb Spray Cleaner
Fight Back with STP Gas Treatment
Fight Back with a new STP Air Filter
STP
Air Filter
STP CARB SPRAY CLEANER
EASY POUR
STP GAS TREATMENT
FIGHT BACK WITH STP!

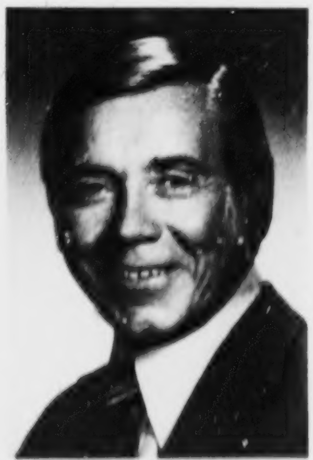
The STP account moved to Henderson Advertising, Greenville, S.C., from J. Walter Thompson Co. last year.

Henderson is named Agency of the Year

(Continued from Page 1)

added the following new business: Professional chain saws and construction and farm equipment from the Homelite division of Textron, St. Pauli Girl beer, Folonari wines and other products from Carlton Sales Co. division of McKesson Wine & Spirits Co., the No-Pest insecticides that Texize acquired from Shell Oil Co. and the entire line of STP Corp. automotive products.

Shakespeare Sporting Goods, Platt Saco Lowell textile machinery and 3M Co.'s Jack Rabbitt photo finishing round out the client roster.



JAMES M. HENDERSON

In its 33-year association with Texize, Henderson has helped to introduce many of its products. Those currently in test and developed with the help of Henderson include Spray 'N Wash laundry detergent, Fantastik Liquid Scrub, and Vivid all-fabric liquid bleach.

For Homelite, Henderson helped to launch its string trimmer for lawns.

In addition, Henderson has recently formed a sales promotion and collateral division called Pelham Promotions. The separate unit will develop and produce non-media materials both for Henderson clients and other companies.

- In the late 1940s, Texize was a local company that made industrial cleaning products. Mr. Henderson had the idea that the company should package its liquid cleaner in small containers and sell to consumers. "I didn't have a car in those days," he said from an elegant beige suede couch in his art-filled office, "and I'd have to catch the Piedmont & Northern railway at 5:30 in the morning to get there. I'd arrive at 6:00 and wait around until they opened. That's how I solicited the Texize account.

"Finally, one day Jack Greer called me in the afternoon and asked me to come out and talk about the account. I said I couldn't come that afternoon, that I'd be there in the morning. Now he knew I didn't have any business I was working on, that I couldn't be that busy. But I didn't want to tell him I didn't have a car. In the end I did tell him and he came to pick me up that afternoon," Mr. Henderson said.

- The campaign for Texize liquid cleaner was "lifted" from the popular film "The Hucksters." In the movie, the theme line, "Love that soap" was used for a fictional product. During the film's peak of popularity, Mr. Henderson "saturated the area" with a campaign for Texize liquid cleaner with the tag line, "Love that cleaner."

"At the same time, Lestoil was growing in the East," Mr. Henderson said. "I got us special rates for as many as 50 commercials a week in major towns below the Mason-Dixon line. That campaign put Texize on the map. They learned how to market."

Mr. Henderson also was involved years later when Texize was ready to go national with its K2R spot remover. Mr. Henderson said he went to NBC and tried to buy time on the "Today" and "Tonight" shows. When told there was no time available, Mr. Henderson said he threatened to go to the advertisers themselves and ask to buy from them. He got his time slots, and lead-ins by Johnny Carson.

Distribution for K2R began to grow in the mid-1960s, and within a year of being national, Texize had more than 60% of the market, Mr. Henderson said.

- Today, Texize, as the household product division of Morton-Norwich, Chicago, has annual sales of more than $165,000,000. Fantastik, handled by Henderson, is the No. 1 product in the category. Glass*Plus is the No. 2 brand in the window cleaner category, and is the only such product to significantly cut into Windex' leadership position. Glass*Plus was positioned as a glass cleaner that also performed on other surfaces; the multi use positioning set it apart from other Windex competitors. Spray 'N Wash holds the No. 1 spot in the pre wash category.

In the early days of his agency, Mr. Henderson said, he hired free lance writers and artists to work with him. "We'd sit together all weekend in a hotel room, and put ads together," he said, his blue eyes twinkling as he reminisced. "The first ad I placed cost $47 in a Denver newspaper."

Mr. Henderson, in describing the philosophy by which he has guided the agency, said "I am a perfectionist. I can not stand mediocrity." This feeling is reflected in the exquisitely designed and decorated solar-energized building that has housed the agency since September, 1978.

"I think what we have going here," Mr. Henderson said, "is the personal interest we have in all our accounts. For example," he said, "I personally own stock in all our clients. The three of us [president Peter Finn and vice-chairman Fred Walker] sit on the campaign strategy boards and the creative review boards. I think that kind of involvement is the best thing going for an advertiser."

Behind the choice

Previous Agency of the Year Winners are:

1973—Cunningham & Walsh.
1974—Scali, McCabe, Sloves.
1975—Leo Burnett U.S.A.
1976—DKG Advertising.
1977—Needham, Harper & Steers.
1978—N W Ayer and Young & Rubicam.

Solar collectors atop the Henderson building are part of the system that has resulted in energy savings amounting to a 10% return on investment. Mr. Henderson expects the return to increase each year.

- But Mr. Henderson and Mr. Walker are both planning to retire in six years. A new management team culled from agencies in New York, Chicago and St. Louis, now is in place.

Peter Finn, president of Henderson, spent most of his career in account service posts in New York agencies. He began his career at J. Walter Thompson Co., moved to Foote, Cone & Belding, was vp-senior account supervisor at Doyle Dane Bernbach and served as senior vp at F. William Free & Co., before moving to Henderson as vp-management supervisor in 1974. He was elected exec vp and director of account service in 1976, and still is responsible for the account service department as well as being chairman of the new business team.

Charting the future of the agency, Mr. Finn said the last two pieces of new business Henderson added showed its ability to compete with New York agencies. He said seven New York shops were in contention for the McKesson business, and the STP account moved to Henderson from JWT.

Mr. Finn said of the eight companies on the agency's active new business prospect list, a major target is the food business, especially from southern-based marketers. Henderson, Mr. Finn said, wants to be known as a major package goods agency.

Also looking toward the future, Mr. Finn said, Henderson is checking into the possibilities of other divisions to add to its service capabilities. In adddition to the first step the agency has taken with Pelham, Henderson is looking into direct response, recruitment and retail advertising.

"In ten years," Mr. Finn said, "I would hope that no matter what you wanted, you could find it here. Clients are going to be looking for total communications services, and we will be able to provide that in the South."

PETER M. FINN

- Another member of the new management team, and the head of the creative department is Larry Richardson, 36-year-old senior vp-executive creative director, who came to South Carolina from St. Louis, where he held the same title at Gardner Advertising. Mr. Richardson began his career at Leo Burnett Co., Chicago, and also served at Clinton E. Frank Inc. and D'Arcy-MacManus & Masius there.

Of Henderson and his creative department, Mr. Richardson said, "If Leo Burnett were alive today, this is where he'd want to work. Leo was my Advertising 101. He was a simple man and believed in one person talking to another. Here we are still striving for that one-to-one communication, and that one simple selling idea."

Mr. Richardson said his creative people are among the most enthusiastic and hardworking he has seen. "The parking lot here is usually full at 7:30 in the morning," said Mr. Richardson in his office lined with trophy fish. "I guess we're a little hungrier here. But I think so many of us coming from a large agency background is an advantage in that we are able to see what will be coming next for Henderson."

He said that in selecting new tal-

(Continued on Page 4)

Nancy Millman is Regional editor of ADVERTISING AGE.

Advertising Age

The International Newspaper of Marketing

G. D. CRAIN JR.
founder (1885-1973)

MRS. G. D. CRAIN JR.
chairman of the board
RANCE CRAIN
president
DAVID J. CLEARY JR.
senior vp group publisher

S. R. BERNSTEIN
chairman, executive committee
KEITH E. CRAIN
secretary/treasurer
LOUIS F. DE MARCO
vp publisher

RANCE CRAIN
editor in chief

STANLEY E. COHEN
Washington editor and editorial page editor
LAWRENCE E. DOHERTY
managing editor, Chicago

FRED DANZIG
executive editor, New York
JARLATH J. GRAHAM
vp communications, editorial development

LARRY EDWARDS, *assistant managing editor.* MAURINE CHRISTOPHER, *deputy executive editor (New York).* CRAIG ENDICOTT, *international editor (Chicago).* MARION ELMQUIST, *features editor and Section 2 editor.* NANCY MILLMAN, *regional editor.*
New York—*Senior editors:* JOHN J. O'CONNOR, *(news editor),* JAMES P. FORKAN, *(broadcast),* BERNICE KANNER. *Associate editors:* NANCY GIGES, PAT SLOAN *(fashion),* LEAH ROZEN, COLBY COATES *(broadcast),* JOSH LEVINE, LOUIS A. FANELLI, SAM HARPER.
Chicago—*Senior editor:* MIKE RYAN *(copy desk). Associate editors:* JACQUES NEHER, JENNIFER ALTER, KAREN EGOLF *(copy desk). Associate editors (Section 2):* MARK WATANABE, KATE EATON. *Associate editor (features):* JIM HAMMETT. *Associate editors (international):* ILSE CERMAK, CAROLYN HULSE, KEVIN McMANUS. *Editorial assistants:* ELAINE LINCOLN, JOANNE HUMPHREVILLE, REVEN UHLEIN.
Los Angeles—*Senior editor:* JOHN REVETT. *Associate editors:* JENNIFER PENDLETON, ROBERT MARICH, CHARLES P. WINGIS *(special projects).*
Washington—RICHARD L. GORDON, *associate editor.*
Detroit—RALPH GRAY, *associate editor.*
Dallas—*Senior editors:* HENRY R. BERNSTEIN, CHRISTY MARSHALL *(news editor).*
London—WILLIAM CARNAHAN, European editor, 76 Shoe Lane, London EC4 (01-353-0186).
GAYLE BERMEL-WAGLEY, *senior editorial production manager,* MARY JARSEN, *editorial production manager.* DOROTHY LISS, CURTISTINE WALLACE, *editorial production assistants.* DONNA KENSKI, *production editor (Section 2).* MARGARET G. MAPLES, *librarian,* SHARON RENNHACK, *New York librarian.* JOE FARACI, *corporate art director.*

Vol. 51, No. 12—Advertising Age (ISSN 0001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il. 60611. Second class postage paid at Chicago and additional mailing offices.

DAVID PERSSON *(New York)*
advertising director

WILLIAM F. KANZER *(Chgo.)*
midwestern sales manager

BENSON J. MALKIN *(L.A.)*
western sales manager

New York—JOSEPH G. DOHERTY, *manager,* THOMAS J. JAMES, DONALD J. LAY, GREGORY C. MASEFIELD, PETER MORAN, DENIS J. O'MALLEY, TERRY O'NEILL, KENNETH F. LUKER JR., DIANE L. BALL. *Chicago*—RONALD BEAN, THOMAS GOVEDARICA, GARY VOSS, ROBERT F. DIFTLER.
Los Angeles—BENSON J. MALKIN, 6404 Wilshire Blvd., Phone 651-3710; *San Francisco*—22 Battery St., Phone 398-4444.
ROBERT BERSIN, *promotion and public relations director,* CRAIG MITCHELL, *New York promotion manager.* JOHN B. CARLSON, *research manager,* BETTY JORGENSEN, *contract services manager.*
J. THOMAS JANKA, *production manager.*

GERARD A. BYRNE *(New York)*
international sales director
New York cable address: CRAINCOM NYK; Telex 64-0207

England—Wallace K. Ponder, Paul Dimmock, Intergroup Communications, 31 Lyncroft Ave., Pinner, Middlesex, HA5 1JU, England (01-868-9289). Paris—Gerard Lasfargues, 32 rue Desbordes Valmore, 75016 Paris, France (504-9794). Italy—Robert M. Saidel, Technimedia Int'l., Via G. Fara, 30, 20124 Milan, Italy (65.72.765). Telex 333097 UTITRADI. Tokyo—International Media Representatives, 2-29, Toranomon 1-Chome, Minato-ku, Tokyo (502-0656). Germany-Austria—Karl Heinz Reinl, MSI Media Sales, Ramstrasse 4, 7250 Leonberg 7, West Germany (07152/47263), Telex 724 154 MSILD.

Advertising Age, with which is incorporated Advertising Agency Magazine, formerly Advertising & Selling, is published weekly by Crain Communications Inc. at 740 Rush St., Chicago 60611 (312-649-5200). Offices at 708 Third Ave., New York 10017 (212-986-5050); National Press Bldg., Washington, D.C. 20045 (202-638-5300); 965 E. Jefferson Ave., Detroit 48207 (313-567-9520); 6404 Wilshire Blvd., Los Angeles 90048 (213-651-3710); 2 Turtle Creek Village, Dallas 75219 (214-521-6650).

Chicago cable address: CRAINCOM Telex number: 25-4248 Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48013. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

HERBERT ZELTNER, *group vp.* S. E. COHEN, LOUIS F. DE MARCO, ALFRED MALECKI, WILLIAM STRONG, ROBERT W. KRAFT, STEPHEN D. GILKENSON, ARTHUR E. MERTZ, *vice presidents.* JAMES M. FRANKLIN, *vice president finance and administration.* MERRILEE P. CRAIN, *assistant secretary.*

$1 a copy, $30 one year, $55 two years, $75 three years. Add $45 per year for air delivery to Europe & Middle East. Add $15 per year for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; DOUGLAS RIEMER, circulation manager; ROGER DI GREGORIO, fulfillment director; ELOISA D'OVIDIO, computer services manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611.

ABP
RED TAG
ANPA

Profiles of U.S. agencies: Their income, billings, new accounts, total employes

A comprehensive view of the agency business is presented in the following section, in which ADVERTISING AGE presents profiles of U.S. agencies, including their gross income in 1979 and 1978, billings, accounts won and lost, media mix, and total employes. The agency profiles are arranged alphabetically by income groups. The first group, beginning on this page, is composed of 37 agencies with gross income of more than $15,000,000.

N W Ayer ABH International

Gross Income	1979	1978
U.S.	$57,975,000	$46,487,141
International	5,921,000	— —
Total	$63,896,000	$46,487,141

N W Ayer ABH International, New York, reported gross income of $63,896,000 on 1979 billings of $428,442,000. Its 1978 gross income was $46,487,141 on billings of $325,068,000. The agency and Young & Rubicam shared AA's Agency of the Year award for 1978.

The agency's 1979 U.S. volume of $388,500,000 included $295,950,000 in media, $56,300,000 in materials and services and $36,250,000 in capitalized fees. Its 1978 domestic volume of $310,468,000 included $235,800,000 in media, $30,600,000 in materials and services and $44,068,000 in capitalized fees.

Ayer had foreign billings of $39,942,000 in 1979 and $14,600,000 in 1978. It did not break down those figures, nor did the agency disclose its non-U.S. income for the year 1978.

The agency last year gained Gillette Co. personal care products (Adorn hair spray, White Rain hair spray, new products), billing over $3,000,000, from J. Walter Thompson Co.; Nestle Co.'s $100,000 candy bar, billing $2,500,000, from Leo Burnett Co.; Menley & James Labs' Dietac, a new product with a budget estimated at $5,000,000 in 1980; Miller Brewing Co. (new products); Formfit Rogers Inc. (intimate apparel), billing $2,700,000, from Altman, Stoller, Weiss; Canadair Ltd.; McGaw Labs division, American Hospital Supply Co.; Host International restaurants; Japan Travel Bureau International; San Francisco Bay Area Wienerschnitzel Operators Assn.; Pacific Telephone & Telegraph, and AM International/Jacquard Systems.

The agency yielded Ralph's Grocery Co., billing an estimated $2,000,000; Victoria Station restaurants, billing $1,000,000; Economics Laboratories, billing $2,900,000, to Marschalk Co.; J.A. Henckels Zwillingswerk; Potlach Corp.; Cutter Labs' Resiflex division; Norton Co.; Vespa of America; Reuben H. Donnelley Corp., and Ball Corp., billing $1,000,000.

Billings breakdown: Newspapers 7.2%, magazines 28.7%, supplements 1.2%, radio 5.2%, tv 47.9%, outdoor 1%, business press 7.3%, Yellow Pages, etc., 1.5%. The agency has 1,358 employes in four U.S. offices; a year ago it had 998 employes in five U.S. offices.

BBDO International

Gross Income	1979	1978
U. S.	$91,300,000	$80,100,000
International	53,547,277*	40,272,505*
Total	$144,847,277*	$120,372,505*

*AA estimate

BBDO International, New York, is estimated to have had 1979 gross income of $144,847,277 on billings of $985,493,835. Its estimated 1978 gross was $120,372,505 on billings of $817,319,196.

AA estimated BBDO's foreign gross income and billings based on known percentage ownership by BBDO International of 19 of its 24 foreign units reporting. A 40% average ownership was applied to the remaining five shops. Also, reports on three overseas shops were too late to process actual figures into BBDO's over-all totals. In the case of two of these three—Promo in Italy and Comcore (a holding company including Baker-Lovick and Grant/Tandy agencies in Canada)—AA estimated a 15% increase in billings in gross income over known 1978 figures. For the third shop—Singapore's Batey Advertising—AA attributed the agency with gross income of $128,800 on billings of $874,000 (based on 40% ownership) in 1979. The Singapore shop was not included in AA's 1978 foreign billings report. It must be noted that BBDO was quite acquisition-minded in 1979, adding seven new shops to its network. The totals of these new shops, of course, do not appear as part of the BBDO gross income and billings aggregates for 1978.

The agency's 1979 U.S. volume of $625,600,000 included $464,600,000 in media, $123,000,000 in materials and services and $38,000,000 in capitalized fees. Its 1978 U.S. volume of $541,500,000 included $388,100,000 in media, $110,400,000 in materials and services and $43,000,000 in capitalized fees.

BBDO is estimated to have had foreign billings of $359,893,835 in 1979 and $275,819,196 in 1978.

The agency's U.S. gains last year included R.J. Reynolds Tobacco's Camel cigarets, billing over $30,000,000 from Dancer Fitzgerald Sample; Jos. Schlitz Brewing's Old Milwaukee beer and General Electric (consumer sector, dishwashers and major appliances), billing over $14,000,000, which moved from Young & Rubicam.

Its losses included Chrysler Corp.'s Dodge cars and trucks and Dodge Dealer Advertising Assns., billing $80,000,000, which moved to Kenyon & Eckhardt in what was the largest account shift in history ($50,000,000 in Chrysler/Plymouth billings also went to K&E from Y&R). It also lost Western Airlines, billing $12,000,000; Vicks toiletries products division and Minneapolis Star & Tribune Co. It did not list foreign gains or losses.

The agency's U.S. subsidiaries' gross income and billings are included in BBDO's figures. The subsidiaries include Burke, Dowling Adams Inc., Frank J. Corbett Inc., Quinn & Johnson Inc., Rubinstein-Chanfer Inc., Franklin Spier Inc., Lavey/Wolff/Swift, GM DuBois Corp., Blair Advertising and Arthur Meyerhoff Associates.

Billings breakdown: Newspapers 12%, magazines, 16%, radio 5%, tv 60%, outdoor 2%, business press 3%, direct mail 1%, other 1%. The agency has 2,581 employes in 59 offices, including 1,653 in 14 U.S. offices. A year ago it had 2,409 employes in 46 offices, including 1,542 in 13 U.S. offices.

Ted Bates & Co.

Gross Income	1979	1978
U.S.	$98,443,000	$54,874,000
International	82,546,000	78,236,000
Total	$180,989,000	$133,110,000

Ted Bates & Co., New York, reported gross income of $180,989,000 on 1979 billings of $1,202,976,000. Its 1978 gross income was $133,110,000 on billings of $903,914,000.

The agency's 1979 U.S. volume of $652,680,000 included $500,681,000 in media, $86,993,000 in materials and services and $65,006,000 in capitalized fees. Its 1978 U.S. volume of $424,748,000 included $382,874,000 in media, $12,339,000 in materials and services and $29,535,000 in capitalized fees.

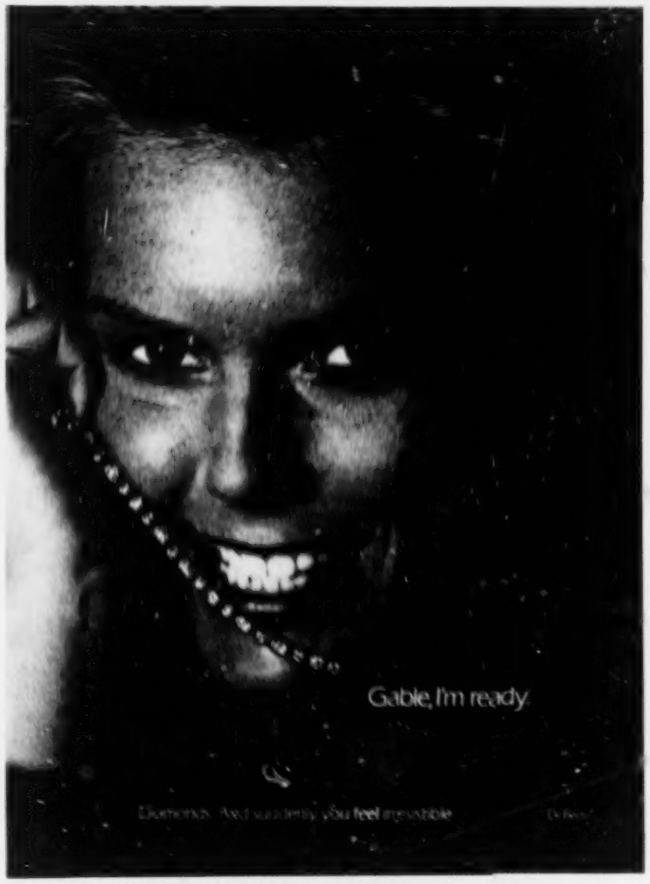
Bates 1979 international volume of $550,296,000 included $390,548,000 in media, $52,233,000 in materials and services and $107,515,000 in capitalized fees. Its 1978 foreign volume of $479,166,000 included $337,168,000 in media, $46,474,000 in materials and services and $95,524,000 in capitalized fees.

Bates' 1979 figures include the billings and income of the following subsidiaries: Diener/Hauser/Bates, Sawdon & Bess, AC&R Advertising, Campbell-Mithun and Stern Walters/Earle Ludgin.

Bates' account gains last year included Adolph Coors Co., billing $15,000,000, from Ogilvy & Mather and Cadco (in-house agency); Mobil Chemical (Hefty bags), billing $8,000,000, from Lee King & Partners; Home Box Office, billing $2,000,000; JADOR; Kava coffee (Borden's); Meal Time (Kal Kan); Clairol appliances and Playtex bra division. It lost Hertz, billing $14,000,000; Thompson Medical, billing $3,000,000, North American Systems ($4,000,000) and resigned $7,000,000 in Nabisco billings. The company did not supply its list of overseas account gains and losses for this report; they will appear in AA's international income issue, however.

Late last year, Bates acquired Caracas, Venezuela, agency, Ghersy/Quintero Publicidad.

Billings breakdown: Newspapers 10.6%, magazines 14.9%, supplements 0.9%, radio 6.3%, tv 63.3%, outdoor 3.4%, business press 0.6%. The agency has 3,910 employes in 40 offices, including 1,831 in 12 U.S. offices. A year ago it had 2,978 employes in 33 offices, including 1,007 in seven U.S. offices.


Gable, I'm ready.

N W Ayer, New York, is the agency for DeBeers.

Benton & Bowles

Gross Income	1979	1978
U.S.	$63,800,000	$50,200,000
International	31,600,000	26,800,000
Total	$95,400,000	$77,000,000

Benton & Bowles, New York, reported gross income of $95,400,000 on 1979 total billings of $638,000,000. Its 1978 gross income was $77,000,000 on total billings of $551,800,000.

The agency's 1979 U.S. volume of $432,400,000 included $359,100,000 in media and $73,300,000 in capitalized fees. Its 1978 U.S. volume of $369,800,000 included $311,100,000 in media and $58,700,000 in capitalized fees. Benton & Bowles reported foreign billings of $205,600,000 in 1979 and $182,000,000 in 1978, but it did not break down those figures.

Included in the agency's figures are the billings and income of its U.S. subsidiaries—Medicus Communications (health care) Science & Medicine Inc., Cinemed Systems, Kissiloff Associates and Ted Colangelo Associates.

The agency's U.S. account gains last year included Vick Chemical's Clearasil, billing $5,000,000, from BBDO; Digital Equipment Corp., billing $2,000,000, from Creamer Inc., also Creative Collaborations, Anderson Clayton Foods, Milliken & Co., Computer Services Corp., Textron's Jacobsen division (lawn care products), billing $3,000,000, from Y&R/Buchen/Reincke, and Stiffel Co.

Last December, the agency lost an estimated $20,000,000 in General Foods' cereal business to Grey Advertising and Ogilvy & Mather, which gained $15,000,000 and $5,000,000 portions, respectively.

(Continued on Page 4)

Agencies with gross income over $15,000,000

(Continued from Page 3)

It also lost Complete denture cleaner (Vick), billing an estimated $6,000,000, to Young & Rubicam, Bell & Howell Co., Johnson Products Co., and Cannell & Chafflin. The agency resigned Quality Bakers of America, billing $6,000,000, which later moved to Ted Bates' Sawdon & Bess subsidiary, and S.C. Johnson & Son (Pledge polish).

Overseas, the agency gained over 60 accounts, including Ba..co do Brasil (Argentina), Sara Lee (France), Reemisma Astor (West Germany), Gillette (Netherlands), Quaker Oats (Norway), Pfizer (United Kingdom) and Cadbury, Schweppes, Powell Ltd. (Canada).

Its approximately 25 overseas losses included Mercedes-Benz trucks (Argentina), Generla Biscuits (Belgium), Philips Magnavox (Canada), Harley Davidson (Italy), Andrelon (Netherlands) and ITT (United Kingdom).

Billings breakdown: Newspapers 7%, magazines 13%, radio 5%, tv 70%, outdoor 1%, business press 3%, direct mail 1%. The agency has 2,359 employes in 36 offices, including 1,352 in 7 U.S. offices. A year ago it had 2,229 employes in 29 offices, including 1,228 in 6 U.S. offices.

Bozell & Jacobs International

Gross Income	1979	1978
U.S.	$44,690,000	$34,050,000
International....	475,000	465,000
Total	$45,165,000	$34,515,000

Bozell & Jacobs International, New York, reported gross income of $45,165,000 on 1979 billings of $301,250,000. Its 1978 gross income was $34,515,000 on billings of $230,250,000.

The agency's 1979 U.S. volume of $298,100,000 included $189,800,000 in media, $52,100,000 in materials and services and $56,200,000 in capitalized fees. Its 1978 U.S. volume of $227,150,000 included $142,000,000 in media, $36,150,000 in materials and services and $49,000,000 in capitalized fees. Bozell reported overseas billings of $3,150,000 in 1979 and $3,100,000 in 1978.

Bozell & Jacobs last year gained Yardley of London, billing $2,000,000; First Tennessee Bank; White Labs; *Minneapolis Star & Tribune;* American Airlines (collateral and sales promotion); El Paso National Bank; Remington Business Systems, and Texas Instruments (time products).

The agency's U.S. losses included Long John Silver's restaurants (Southeast), El Paso Electric Co., Schmid Laboratories, American Cyanamid, Vickers Petroleum Co., Central Bancshares and Prince Mfg. Co. (tennis equipment).

Abroad, the agency gained Advanced Farm System, Atlantic Container Lines, Crop Handling Systems, National Tourist Organization of Greece, White Laboratories, Sports Mitchell Canada Ltd. and Fleury Michon. Its foreign losses: March Shipping, Westinghouse Canada, Canadian Machinery, *Toronto Globe & Mail* and Allied Bakeries.

Gift Pax makes your brand part of the new arrival's homecoming

The moment the nurse personally presents Gift-Pax*, both mother and baby are "branded" for you. When you consider Gift-Pax Families average 4.43 persons per household, it's the alert advertiser who makes each "branding" a family affair. Your brand maybe?

*Over 3 million annual distribution in over 5,000 U.S. Hospitals.

GIFT PAX INCORPORATED ®

The FIRST Name in Selective Sampling for 32 years

GIFT-PAX, INC. 25 Hempstead Gardens Drive
West Hempstead, N.Y. 11552 (516) 485-0660
Offices: United States, Canada, United Kingdom.

Henderson Top Agency

(Continued from Page 2)

ent for his three creative groups, he is careful to avoid the "talented but temperamental" type. "Our creative people are all businessmen and businesswomen. Their work speaks, so their mouth doesn't have to."

- Forecasting the creative environment for the 1980s, Mr. Richardson said he thinks this decade will "strike a balance between the creative crazies of the '60s to our overdependence on numbers in the '70s. We've been concentrating too much on making advertising 'moments' instead of good campaigns," Mr. Richardson said. "The trend is more toward a balance. Creative is finding its more rightful place."

Larry Richardson

Stock in the agency is owned by 20 employes, with the bulk of the shares owned by top management. The management team for succession in the future also includes Jack Shimell, senior vp-director of market research, who joined Henderson three years ago from Young & Rubicam, New York; Bob Reuschle, senior vp-media director, who has been at Henderson for ten years, also from Y&R; John Kennedy, senior vp-chief financial officer who, previous to joining Henderson, was at Marschalk Co., New York; Ralph Callahan, vp-management supervisor heading the Texize account who spent his entire career prior to June, 1978, at Y&R, and home-grown vps and management supervisors Paul Murdoch and Mike Wilson.

- Mr. Henderson said he just now is "where I thought we'd oughta be when I had my dream. Now we're starting to get some recognition for what we've been doing down here." Though he could see himself getting involved in politics after retiring from the agency, Mr. Henderson isn't ready to quit the ad business just yet. "I want to see at least $100,000,000 in billings before I'm finished," he said. #

Agencies with gross income over $15,000,000

Last year, B&J acquired Chollick Associates, a New York retailing-oriented agency billing about $16,000,000.

Billings breakdown: Newspapers 17%, magazines 38%, radio 9%, tv 33%, outdoor 1%, Yellow Pages 2%. The agency has 1,285 employes in 24 offices, including 1,225 in 20 U.S. offices. A year ago, the agency had 1,096 employes in 24 offices, including 1,033 in 20 U.S. offices.

Leo Burnett Co.

Gross Income	1979	1978
U.S.	$94,495,000	$89,004,000
International....	46,603,000	39,292,000
Total	$141,098,000	$128,296,000

Leo Burnett Co., Chicago, reported gross income of $141,098,000 on 1979 billings of $950,650,000. Its 1978 gross income was $128,296,000 on billings of $866,069,000.

The agency's 1979 U.S. volume of $639,808,000 included $565,854,000 in media, $59,839,000 in materials and services and $14,115,000 in capitalized fees. Its 1978 U.S. volume of $603,991,000 included $528,114,000 in media $59,700,000 in materials and services and $16,177,000 in capitalized fees. Burnett reported foreign volume of $310,842,000 in 1978 and $262,078,000. It did not break down those figures.

The agency last year gained an estimated $10,000,000 in Litton microwave oven and range billings from Campbell-Mithun, Minneapolis. The agency did not report overseas account gains or losses.

Billings breakdown: Newspapers 20%, magazines 16%, radio 2%, tv 57%, outdoor 5%. The agency has 2,842 employes in 37 offices, including 1,462 in four U.S. offices. A year ago it had 2,954 employes in 37 offices, including 1,530 in four U.S. offices.

Campbell-Ewald

Gross Income	1979	1978
U.S.	$39,556,000	$35,003,000
International....	44,676,000	36,919,000
Total	$84,232,000	$71,922,000

Campbell-Ewald, Detroit, a member of the Interpublic Group of Cos., reported 1979 gross income of $84,232,000 on billings of $561,935,000. Its 1978 gross income was $71,922,000 on billings of $480,028,000. The U.S. operation includes Campbell-Ewald Co., Tinker Campbell-Ewald and Clinton E. Frank Inc.

Campbell-Ewald's 1979 U.S. volume of $263,839,000 is estimated to have included $170,000,000 in media, $46,000,000 in materials and services and $47,839,000 in capitalized fees. Its 1978 U.S. volume of $233,760,000 is estimated to have included $140,000,000 in media.

(Continued on Page 16)

Agency income rises 18%

(Continued from Page 1)

cludes the results of Marsteller Inc., which it acquired last year.)

With each enjoying billings that exceed $1 billion for the third consecutive year, the world's three largest U.S.-based agencies were joined in that envied $1 billion club by Ogilvy & Mather, a second-year member, and Ted Bates & Co., entering for the first time with gross income of $181,000,000 on billings of $1.20 billion.

- It should be pointed out that Y&R's gross income in 1979 included only four months of the gross income of Marsteller Inc., whose acquisition became effective last September. Had a full year of Marsteller gross income been included, Y&R's figures clearly would have surpassed JWT and McCann with gross income of $288,017,000.

Y&R, however, is by no means guaranteed the No. 1 ranking in next year's survey due to the aggressive acquisition stance taken in recent months by JWT in the U.S. and overseas. Since January, for example, JWT has agreed to acquire a majority interest in the Euro-Advertising agencies (located in five major European markets), whose combined billings were more than $100,000,000 in 1979. It also announced an agreement in principle to acquire Hill & Knowlton, the world's largest public relations agency with fee income of $28,301,000 in 1979.

- It also should be noted that Interpublic Group of Cos., in which McCann-Erickson is one of four agency units, had 1979 gross income of $384,685,000 on billings of $2.57 billion. Interpublic figures for 1979 include those of McCann, Campbell-Ewald, Marschalk and SSC&B. The Interpublic billings include 100% of the billings of SSC&B for 1979, which it acquired last September. At AA's request, Interpublic adjusted its over-all gross income to reflect 100% of SSC&B's gross income from September to December and 49% of the income of SSC&B Lintas. The remaining 51% of SSC&B Lintas is held by Unilever.

AA estimated a number of agencies' gross income and billings last year because they failed to comply with an equity formula included in the 1979 questionnaire covering foreign billings. The formula calls for billings claimed for foreign affiliates to be based on the parent's percentage of ownership. For example, if a 25% interest were held in an overseas office, only 25% of its billings could be claimed; if 75% were owned, only 75% could be claimed.

In terms of U.S. income and billings, Y&R remained the leader with billings of $1.16 billion and domestic gross of $149,700,000. The performances of its major rivals in the U.S.: JWT, gross income of $118,204,000 on billings of $788,000,000; McCann-Erickson, gross of $69,400,000 on billings of $463,200,000, and Ogilvy & Mather, gross income domestically of $106,800,000 on billings of $712,000,000, and Ted Bates & Co., gross income of $98,400,000 on billings of $652,700,000.

- The top 10 U.S. agencies in terms of world gross income were JWT, McCann, Y&R, O&M, Bates, SSC&B, BBDO International, Leo Burnett Co., Foote, Cone & Belding and D'Arcy-MacManus & Masius. The top 10 each had gross income in excess of $125,000,000 as well as billings of $850,000,000 or more.

This is the fourth year in which AA has ranked agencies by gross income rather than billings. The change was made because most agencies recognize gross income as a more meaningful measure of size and performance.

While the 679 agencies in this year's compilation are ranked by gross income, their billings appear in the profile on each agency. Scores of agencies that returned questionnaires to AA do not appear in this issue because they supplied incomplete information, obviously erroneous income figures or were late in responding. The U.S. Post Office also returned 83 unopened questionnaires marked "addressee unknown."

The AYS have it!

The service magazine readers respond to because it really shows them how to get the best of the good life.

Who are the AYS? The Affluent Young Spenders who read APARTMENT LIFE!™ We're the magazine that defines the state of the art of living for them. The one that tells them how to do more with their time, get more for their money.

Seldom have a magazine and its audience been so well-matched. Some examples from the March 1980 issue:

P. 7. *The fight against no-kids rules goes on and on.* SMRB index of AYS who have written to a public official: **135.**

Pp. 12, 15. *The Electronic Jock. A guide to the new exercise gadgets.* SMRB index of AYS who jog: **200.**

Pp. 39-54. *Robin Williams at Home.* (Our design team does an apartment for TV's Mork) SMRB index of AYS who purchased living room furniture in the past year: **136.**

Pp. 64-66. *New Classic Restaurant.* (Menus and recipes) SMRB index of AYS who cook for fun: **164.**

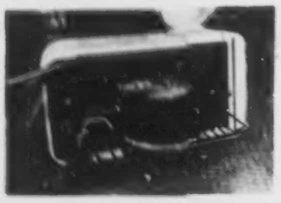
Source: SMRB 78/79

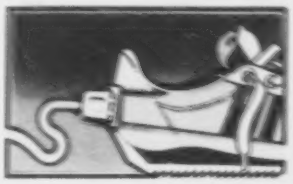
Pp. 68-75. *Aptwares.* (Appliances and other home-and life-improving merchandise) SMRB index of female AYS who work full time and have a special interest in convenience items: **164.**

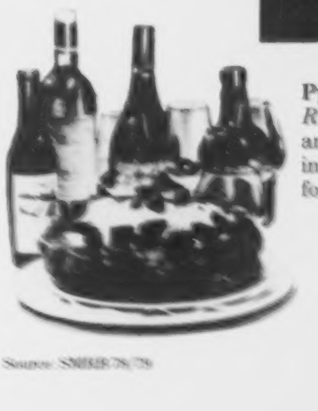
By any index, APARTMENT LIFE readers go, do, and buy. No wonder we enjoyed a 24% increase in ad pages during 1979!

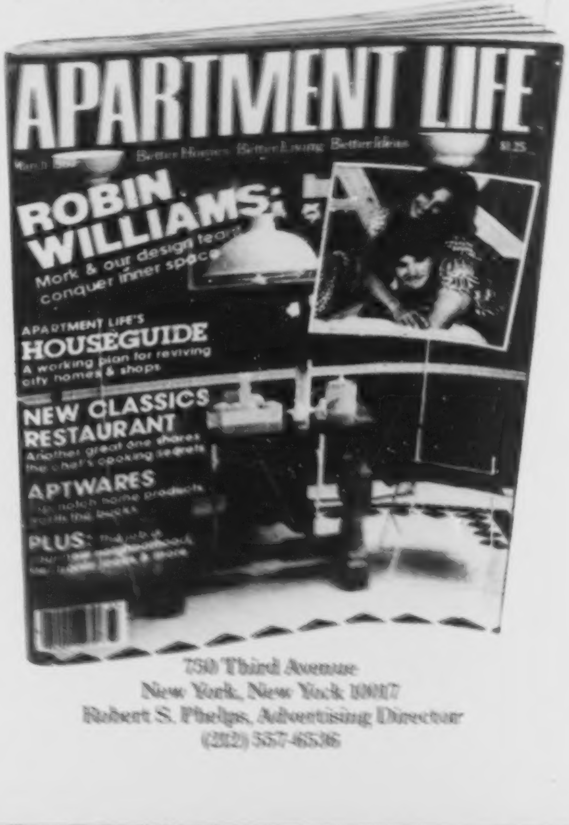
APARTMENT LIFE reaches a monthly readership of 2,500,000 Affluent Young Spenders who live predominately in the major markets. They have a zest for the good life, and the youth, income and sophistication to enjoy it. They make APARTMENT LIFE the *prime medium* for the *prime market* of the 80's! The perfect marketplace for you!

750 Third Avenue
New York, New York 10017
Robert S. Phelps, Advertising Director
(212) 557-6536








APARTMENT LIFE
Better Homes · Better Living · Better Ideas
$1.25
ROBIN WILLIAMS:
Mork & our design team conquer inner space
APARTMENT LIFE'S
HOUSEGUIDE
A working plan for reviving city homes & shops
NEW CLASSICS RESTAURANT
Another great one shares the chef's cooking secrets
APTWARES
PLUS:

37 agencies with gross income over $15,000,000

Figures shown in this table (000,000 omitted from dollar totals) and in the tables on Page 1 represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. In some cases, income and billings figures are also included in the parent company totals. **All material on this page and throughout the issue copyright, 1980, by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.**

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		Data for U.S. only Capitalized Fees		Total Employes	
			1979	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978
1	2	J. Walter Thompson Co.	253.9	221.5	118.2	107.2	1,693.0	1,476.0	788.0	710.0	101.5	82.2	6,200	5,835
2	10	McCann-Erickson	250.4	211.0	69.4	59.6	1,670.3	1,407.1	463.2	397.1	66.2	50.1	1,241	1,159
3	1	Young & Rubicam	247.6	203.8	149.7	118.1	1,921.1	1,359.5	1,157.5	787.7	151.5	100.0	3,650	2,550
4	3	Ogilvy & Mather International	206.2	168.4	106.8	89.8	1,392.6	1,131.9	712.1	598.9	—	—	1,565	1,796
5	4	Ted Bates & Co.	181.0	133.1	98.4	54.9	1,203.0	904.0	652.7	424.8	65.0	29.5	1,831	1,007
6	23	SSC&B Inc.	153.2	133.1	33.3	31.1	1,021.6	887.6	222.4	175.9	2.4	7.0	545	445
7	7	BBDO International	144.8	120.4	91.3	80.1	985.5	817.3	625.6	541.5	38.0	43.0	1,653	1,542
8	6	Leo Burnett Co.	141.1	128.3	94.5	89.0	950.7	866.1	639.8	604.0	14.1	16.2	1,462	1,530
9	5	Foote, Cone & Belding	137.6	111.0	95.9	75.7	918.1	740.5	639.9	504.8	89.9	84.0	2,210	2,024
10	14	D'Arcy-MacManus & Masius	128.0	104.7	57.4	50.0	853.6	698.8	382.5	333.7	5.5	3.7	1,505	1,197
11	8	Grey Advertising	106.3	90.3	74.7	65.2	710.0	602.0	498.3	434.7	—	—	1,482	1,440
12	9	Doyle Dane Bernbach	104.0	90.0	72.1	64.5	701.0	600.0	492.0	430.0	40.7	37.4	1,300	1,905
13	11	Benton & Bowles	95.4	77.0	63.8	50.2	638.0	551.8	432.4	369.8	73.3	58.7	1,352	1,228
14	20	Campbell-Ewald	84.2	71.9	39.6	35.0	561.9	480.0	263.8	233.8	47.8	50.8	769	816
15	19	Compton Advertising	77.7	66.1	40.9	36.0	524.6	457.9	281.5	246.2	9.4	6.0	868	799
16	12	Dancer Fitzgerald Sample	68.4	56.5	59.7	51.5	469.9	459.0	420.0	362.0	133.0	123.0	1,084	973
17	13	N W Ayer ABH International	63.9	46.5	58.0	46.5	428.4	325.1	388.5	310.5	36.3	44.1	1,358	998
18	15	Wells, Rich, Greene	56.6	45.4	55.3	44.1	377.6	302.5	368.7	293.8	59.9	54.7	961	761
19	21	Marsteller Inc.	54.3	45.9	37.8	32.9	362.5	306.2	251.9	219.4	61.2	49.1	954	824
20	18	Needham Harper & Steers	50.4	47.0	41.0	38.1	336.2	315.0	273.6	254.1	40.2	24.1	844	916
21	22	Kenyon & Eckhardt	49.2	41.7	33.5	26.7	328.3	278.3	223.3	178.3	15.4	7.8	696	511
22	42	Norman, Craig & Kummel	48.0	48.2	11.3	13.6	323.1	321.3	75.2	90.4	18.4	24.2	176	243
23	16	William Esty Co.	45.6	41.2	45.6	41.2	304.0	275.0	304.0	275.0	—	—	597	584
24	17	Bozell & Jacobs International	45.2	34.5	44.7	34.1	301.3	230.3	298.1	227.2	56.2	49.0	1,225	1,033
25	24	KM&G International	37.7	31.0	30.2	24.5	245.1	195.3	201.6	163.2	37.7	28.6	804	776
26	25	Cunningham & Walsh	29.3	28.9	29.3	28.9	225.2	222.6	225.2	222.6	10.8	11.6	602	652
27	26	Ross Roy Inc.	26.9	25.0	26.9	25.0	179.0	167.0	179.0	167.0	75.0	66.0	454	497
28	27	Campbell-Mithun	23.8	21.2	23.8	21.2	158.4	141.0	158.4	141.0	19.4	17.0	589	522
29	38	Wunderman, Ricotta & Kline	22.7	17.4	13.7	10.6	151.2	115.7	91.3	69.9	—	—	247	209
30	29	Nationwide Advertising Service	18.2	11.8	16.7	10.9	69.8	52.0	63.4	48.1	—	—	195	189
31	35	Scali, McCabe, Sloves	18.0	12.1	14.9	11.4	114.4	80.4	99.0	76.2	—	10.1	264	215
32	28	McCaffrey & McCall	16.8	12.8	16.8	12.8	115.1	102.2	115.1	102.2	—	—	290	238
33	30	Marschalk Co.	16.6	14.4	16.6	14.4	111.0	95.9	111.0	95.9	24.0	23.9	276	268
34	31	Keller-Crescent	16.2	13.9	16.2	13.9	85.3	80.3	85.3	80.3	41.7	39.5	590	605
35	32	Della Femina, Travisano & Partners	15.6	12.4	15.6	12.4	111.0	88.1	111.0	88.1	11.1	7.2	235	192
36	33	Tracy-Locke	15.5	12.7	15.5	12.7	110.4	90.6	110.4	90.6	25.9	23.2	349	308
37	34	Creamer Inc.	15.3	13.1	15.3	13.1	102.0	87.3	102.0	87.3	9.0	4.0	370	323

46 agencies with gross income $5-$15,000,000

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		Data for U.S. only Capitalized Fees		Total Employes	
			1979	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978
38	36	Leber Katz Partners	14.8	13.7	14.8	13.1	105.0	97.8	105.0	93.5	15.7	13.5	190	177
39	37	Doremus & Co.	13.9	11.9	13.9	11.9	90.9	77.6	90.9	77.6	41.0	32.8	370	356
40	40	Warwick, Welsh & Miller	13.7	12.2	12.8	11.3	91.0	81.0	85.0	75.0	21.6	22.8	310	310
41	39	Tatham-Laird & Kudner	13.3	13.3	13.3	13.3	89.2	89.0	89.2	89.0	23.0	21.5	340	290
42	41	W. B. Doner & Co.	12.3	10.8	12.3	10.8	82.0	72.0	82.0	72.0	16.0	12.2	311	266
43	46	Sudler & Hennessey	10.9	8.8	8.5	7.5	56.0	50.3	*	*	—	—	163	NA
44	43	Daniel & Charles Associates	10.8	10.4	10.8	10.4	72.0	69.0	72.0	69.0	5.0	5.0	172	169
45	44	C. T. Clyne Co.	10.4	9.1	10.4	9.1	68.8	60.3	68.8	60.3	2.4	2.1	128	131
46	74	Dailey & Associates	10.4	9.3	5.8	4.6	77.0	68.0	46.0	36.7	10.1	8.1	250	240
47	45	Bloom Advertising	9.0	7.8	9.0	7.8	60.0	51.9	60.0	51.9	—	—	274	239
48	47	Eisaman, Johns & Laws	8.3	7.3	8.3	7.3	55.6	48.5	55.6	48.5	1.9	2.3	136	126
49	48	Rosenfeld, Sirowitz & Lawson	8.1	6.9	8.1	6.9	62.3	52.2	62.3	52.2	10.2	4.9	151	135
50	49	Cole & Weber	8.0	7.4	8.0	7.4	58.5	50.6	58.5	50.6	15.3	13.5	178	171
51	50	Diener/Hauser/Bates	8.0	5.1	8.0	5.1	63.8	33.0	63.8	33.0	—	—	150	122
52	57	Nadler & Larimer	7.9	7.2	6.9	6.3	52.5	48.0	46.0	42.0	—	—	150	150

*U.S. billings were not broken out

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income		U.S. Gross Income		World Billing		U.S. Billing		Data for U.S. only: Capitalized Fees		Data for U.S. only: Total Employes	
			1979	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978
53	51	DKG Advertising	7.8	7.6	7.8	7.6	55.0	53.0	55.0	53.0	9.5	8.5	170	176
54	52	Rumrill-Hoyt	7.8	6.9	7.8	6.9	51.3	46.1	51.3	46.1	13.2	12.1	179	179
55	53	David W. Evans Inc.	7.6	7.0	7.6	7.0	50.7	46.7	50.7	46.7	17.4	16.5	210	181
56	54	Lewis & Gilman	7.6	6.4	7.6	6.4	50.9	42.5	50.9	42.5	16.3	13.0	208	203
57	55	Waring & LaRosa	7.6	6.4	7.3	6.2	50.5	42.5	48.5	40.9	6.0	5.0	120	105
58	58	A. Eicoff & Co.	7.4	6.6	6.7	6.0	49.4	44.3	44.9	40.3	1.5	1.4	137	121
59	56	Lee King & Partners	6.9	6.5	6.9	6.5	46.3	43.0	46.3	43.0	7.4	6.2	175	176
60	59	McDonald & Little	6.6	6.6	6.6	6.5	44.1	43.8	44.1	43.6	15.4	17.1	147	148
61	60	de Garmo Inc.	6.5	5.8	6.5	5.5	58.7	53.0	58.7	51.0	14.8	11.6	—	—
62	61	F. William Free & Co.	6.5	6.2	6.5	6.2	53.4	50.3	53.4	50.3	4.7	4.5	85	83
63	62	Case & McGrath	6.4	6.1	6.4	6.1	42.4	40.4	42.4	40.4	2.0	2.0	96	105
64	63	Henderson Advertising	6.4	4.8	6.4	4.8	42.4	32.3	42.4	32.4	5.8	2.4	128	101
65	73	Meldrum & Fewsmith	6.4	5.2	5.9	4.8	45.0	36.5	40.0	30.0	—	—	175	176
66	75	AC&R Advertising	6.3	5.8	5.7	5.5	43.0	37.9	37.6	35.8	1.1	1.4	156	124
67	64	Griswold-Eshleman Co.	6.3	6.4	6.3	6.2	41.5	44.0	41.5	43.1	4.1	6.6	144	182
68	65	William Douglas McAdams	6.3	6.0	6.3	6.0	42.5	41.0	42.5	41.0	3.8	5.0	123	166
69	66	Advertising to Women	6.1	5.2	6.1	5.2	41.0	32.0	41.0	32.0	—	—	77	67
70	67	Hicks & Greist	6.1	5.4	6.1	5.4	41.5	37.0	41.5	37.0	2.0	2.0	112	116
71	70	Al Paul Lefton	6.1	5.2	6.0	5.1	41.8	35.0	39.8	34.0	—	—	185	175
72	68	Manoff Geers Gross	6.1	5.5	6.1	5.5	42.8	38.2	42.8	38.2	4.8	3.1	100	95
73	69	Abelson-Frankel	6.0	4.8	6.0	4.8	38.5	30.4	38.5	30.4	32.8	25.0	120	109
74	71	Arthur Meyerhoff Associates	6.0	5.3	6.0	5.0	50.7	44.1	50.7	41.9	0.2	0.4	137	142
75	72	Humphrey Browning MacDougall	5.9	5.8	5.9	5.8	41.3	39.5	41.3	39.5	2.5	2.4	131	123
76	76	Avrett, Free & Fischer	5.5	3.6	5.5	3.6	43.4	28.8	43.4	28.8	5.0	4.8	57	49
77	77	Fahlgren & Ferriss	5.5	4.5	5.5	4.5	36.6	30.1	36.6	30.1	11.6	8.9	132	122
78	78	Wyse Advertising	5.5	5.0	5.5	5.0	36.2	31.2	36.2	31.2	7.2	11.1	120	120
79	80	Hoffman-York	5.3	4.5	5.3	4.5	35.4	30.3	35.4	30.3	—	—	102	94
80	79	Hill, Holliday, Connors, Cosmopulos	5.3	4.0	5.3	4.0	33.7	23.8	33.7	23.8	13.8	12.1	110	85
81	81	Ally & Gargano	5.2	6.7	5.2	6.6	38.8	45.2	38.8	45.2	2.2	0.2	91	92
82	82	MCA Advertising	5.2	3.2	5.2	3.2	41.2	25.8	41.2	25.8	—	—	47	—
83	83	Sieber & McIntyre	5.0	4.6	4.8	4.2	41.8	40.1	41.1	39.4	29.4	27.6	98	94

224 agencies with gross $1-$5,000,000

Agency	1979	1978
Chiat/Day	$4,965,106	$3,705,107
Martin Landey, Arlow Advertising	4,950,000	4,500,000
Keyes, Martin & Co.	4,905,110	4,893,980
James Jordan Inc.	4,860,000	—
Geer, DuBois	4,800,000	3,750,000
Smith/Greenland	4,800,000	4,270,000
Robert A. Becker Inc.	4,700,000	4,000,000
Warren, Muller, Dolobowsky	4,650,000	4,650,000
Kallir, Philips, Ross	4,604,000	4,608,000
Ingalls Associates	4,600,000	3,900,000
Bentley, Barnes & Lynn	4,517,615	3,265,601
Barkley & Evergreen	4,491,200	3,976,000
Helfgott, Towne & Silverstein	4,425,000	4,050,000
Clinton E. Frank Inc.	4,400,000	4,000,000
Venet Advertising	4,371,600	3,000,000
Stern Walters/Earle Ludgin	4,322,786	4,188,272
Medicus Communications	4,282,000	4,196,000
Aitkin-Kynett Co.	4,274,000	3,788,700
Levine, Huntley, Schmidt Plapler & Beaver	4,217,500	3,740,000
Tucker Wayne & Co.	4,200,000	3,885,000
Group 3hree Advertising	4,127,183	3,209,138
Mel Richman Inc.	4,105,000	3,973,600
Kurtz & Tarlow Co.	4,090,000	2,794,000
Weightman Inc.	4,050,000	4,500,000
Sawdon & Bess	4,000,000	3,900,000
Trout & Ries Advertising	3,905,415	3,704,355
Colle & McVoy Advertising	3,864,000	3,127,229

Agency	1979	1978
Cochrane Chase	$3,858,705	$3,529,374
Lord, Geller, Federico, Einstein	3,830,294	3,488,540
VanSant, Dugdale & Co.	3,679,640	3,225,410
Spiro & Associates	3,666,200	3,013,200
Valentine-Radford	3,656,827	3,371,204
Shaller Rubin Associates	3,650,000	3,300,000
Muller Jordon Weiss	3,584,707	2,946,750
Liller Neal Weltin	3,547,535	2,652,307
McKinney Silver & Rockett	3,531,600	3,365,927
Goodwin, Dannenbaum, Littman & Wingfield	3,500,000	3,500,000
Molnar & Associates	3,500,000	3,500,000
Klemtner Advertising	3,490,000	3,270,000
Howard Swink Advertising	3,401,313	3,426,556
Conahay & Lyon	3,400,000	3,300,000
Altman, Stoller, Weiss	3,375,000	2,650,000
Robinsons Inc.	3,350,000	2,800,000
Mathieu, Gerfen & Bresner	3,225,000	2,025,000
Albert Jay Rosenthal & Co.	3,225,000	3,134,948
Simpson Marketing & Communications	3,205,973	2,571,584
Cramer-Krasselt Co.	3,180,000	3,023,000
Isidore Lefkowitz Elgort	3,180,000	3,061,894
Harold Cabot & Co.	3,150,000	2,550,000
McKinney Inc.	3,148,000	1,984,000
Gordon & Shortt	3,090,000	1,752,556
Barnum Communications	3,077,726	2,160,000
Elkman Advertising	3,040,000	2,615,200
Wesson & Warhaftig	3,020,000	2,950,000
Arnold & Co.	3,000,000	2,600,000

Agency	1979	1978
Grant/Jacoby	$3,000,000	$2,200,000
Richardson, Myers & Donofrio	2,937,319	2,409,795
Allen & Dorward	2,936,847	2,565,826
James Neal Harvey Inc.	2,900,000	2,600,000
Rolf Werner Rosenthal	2,892,025	2,149,965
Gray & Rogers	2,889,599	2,468,814
Cargill, Wilson & Acree	2,830,876	2,267,913
Healthmark Communications	2,800,000	2,500,000
Epstein, Raboy Advertising	2,770,000	2,345,000
Fletcher/Mayo/Associates	2,752,000	2,392,000
Chalek & Dreyer	2,750,000	2,860,000
Ammirati & Puris	2,725,000	2,175,000
S.R. Leon Co.	2,700,000	2,700,000
Lawler Ballard Advertising	2,696,900	2,680,361
Zimmer-McClaskey-Lewis	2,650,000	2,150,000
Carmichael-Lynch Advertising	2,616,000	2,212,000
Ehrlich-Manes & Associates	2,575,000	1,750,000
Carr Liggett Advertising	2,566,179	2,362,039
Firestone & Associates	2,555,252	2,505,149
Van Leeuwen & Partners	2,550,000	2,450,000
Lang, Fisher & Stashower	2,547,000	2,300,000
Sacks & Rosen	2,520,000	2,310,000
Burell Advertising	2,470,000	2,013,700
Cadwell Davis Savage	2,446,000	1,785,000
Batz-Hodgson-Neuwoehner	2,378,587	2,361,597

Agency	1979	1978
Van Brunt & Co.	$2,335,000	$2,162,250
Lord, Sullivan & Yoder	2,315,914	2,012,664
Lois Pitts Gershon	2,305,000	——
Dix & Eaton	2,283,500	1,912,250
Larson/Bateman	2,279,102	2,119,182
Ross Roy	2,255,000	1,830,000
TBWA	2,250,000	1,530,000
Bader Rutter & Associates	2,215,993	2,015,000
KSW & G Advertising	2,207,734	2,636,510
Miller Advertising	2,200,000	2,000,000
Don Tennant Co.	2,194,940	1,557,000
Peter Rogers Associates	2,185,601	——
Edwin Bird Wilson Inc.	2,150,000	1,634,800
Hoefer, Dieterich + Brown	2,135,595	3,431,733
Long, Haymes & Carr	2,105,000	1,926,500
Maxon Davis Inc.	2,100,000	2,320,000
Byer & Bowman	2,097,789	1,906,975
Savitt, Tobias, Balk	2,047,500	1,869,500
Richards & Edwards	2,025,000	1,050,000
The Martin Agency	2,010,000	1,090,000
Henry J. Kaufman & Associates	2,000,000	1,990,280
Jim Johnston Advertising	1,980,000	1,839,000
G.M. Feldman & Co.	1,971,000	1,528,350
Marcus Advertising	1,967,488	1,963,810
Paragon Cos.	1,963,500	1,635,700
Handley & Miller	1,961,500	1,711,650
Griffin Dacal	1,950,000	450,000
Altschiller, Reitzfeld & Jackson	1,948,097	768,540
Boylhart, Lovett, & Dean	1,944,487	1,568,835
E.H. Brown Advertising	1,941,205	2,141,902
Doe-Anderson Advertising	1,930,163	1,734,340
Chuck Ruhr Advertising	1,917,800	1,419,200
Silverman & Mower Advertising	1,908,246	1,797,832
Ted Thomas Associates	1,895,050	1,907,185
Chester Gore Co.	1,892,000	1,552,800
Uniworld Group	1,863,172	1,403,000
Hood, Hope & Associates	1,862,046	1,793,647
Jordan/Tamraz/Caruso Advertising	1,845,000	1,545,000
Kobs & Brady Advertising	1,825,292	1,501,202
Carrafiello, Diehl & Associates	1,815,000	1,380,000
Provandie & Chirurg	1,813,200	1,923,400
March Advertising	1,811,470	1,739,830
Michael R. Ellison Advertising	1,804,050	1,238,047
Cavalieri Kleier Pearlman	1,800,000	1,350,000
Burton Advertising	1,799,981	1,529,966
Warner, Bicking & Fenwick	1,784,348	1,539,235
Gerber Advertising	1,770,000	1,275,694
Broyles, Allebaugh & Davis	1,763,889	1,463,422
Juhl Advertising	1,755,000	1,420,400
Kerker & Associates	$1,730,844	$1,645,990
Weekley & Penny	1,725,122	1,661,117
The Jayme Organization	1,723,000	1,415,000
Swanson, Rollheiser, Holland	1,722,838	——
North Castle Partners	1,700,000	1,090,000
BBDM Inc.	1,690,789	1,172,389
Weber Cohn & Riley	1,685,000	1,220,000
Kalish & Rice	1,665,000	1,560,000
Ralph Kent Cooke Inc.	1,650,000	1,450,000
Merling, Mark & Seidman	1,630,000	1,480,000
Beaumont, Heller & Sperling	1,611,632	1,469,200
Mace Advertising	1,609,715	2,359,405
John Paul Itta Inc.	1,605,000	1,585,000
Abert, Newhoff & Burr	1,597,998	1,231,310
Jack Wodell Associates	1,591,000	1,800,000
Stone & Simons Advertising	1,585,469	1,498,817
Thomson Monroe Advertising	1,575,000	1,380,000
Garfield-Linn & Co.	1,560,000	1,350,000
Ed Yardang & Associates	1,557,408	707,861
Owens & Associates	1,554,000	——
Vicom Associates	1,552,225	1,126,920
T.L. Reimel Advertising	1,524,800	1,372,633
Burton-Campbell	1,524,365	1,593,896
Associated Advertising Agency	1,523,824	1,285,729
Brand Advertising	1,520,531	1,389,190
Marketing Support	1,518,000	1,088,750
Stephan & Brady	1,502,197	1,250,844
Ackerman & McQueen	1,501,577	1,355,805
SCG Advertising	1,500,237	1,772,070
Fairfax Inc.	1,500,000	1,435,000
Haddon Advertising	1,500,000	1,255,550
Simons Michelson Zieve	1,500,000	1,300,000
Douglas Turner Inc.	1,495,000	1,477,000
Winius-Brandon	1,494,245	9,908,160
Widerschein/Strandberg & Associates	1,461,717	1,365,686
Mintz & Hoke	1,455,000	1,125,000
Montgomery & Associates	1,455,000	1,000,000
Berger, Stone & Ratner	1,450,000	1,200,000
Brand Edmonds Bolio	1,424,000	1,228,000
Lerner, King & Associates	1,415,000	——
Ross Hancock Advertising	1,414,919	1,117,168
Mills, Fife & McDonald	1,405,000	1,255,000
Poppe Tyson	1,400,000	1,150,000
Marvin H. Frank & Co.	1,399,273	1,411,416
Howard H. Monk & Associates	1,373,047	1,563,925
Hammond Farrell Inc.	1,364,800	1,230,000
Pinne, Garvin & Hock	1,350,176	783,188
Gilbert, Whitney & Johns	1,350,000	1,125,000
Sohigian & Partners	1,350,000	1,250,000
Hall Decker McKibbin & Singer	$1,345,000	$ 933,000
Needham & Grohmann	1,340,155	1,173,161
John Malmo Advertising	1,321,609	1,054,323
The DR Group	1,310,000	1,222,000
Symon, Thomas, Hilliard	1,300,000	475,000
Ted Chin & Co.	1,280,000	1,140,000
Robert L. Cohn Inc.	1,258,720	942,500
Gardner, Stein & Frank	1,256,000	1,038,000
Jarman, Spitzer & Felix	1,250,630	1,140,000
Public Media Center	1,250,000	1,425,000
Desmond & Associates	1,245,000	975,000
Serino, Coyne & Nappi	1,244,000	1,032,000
Dugan/Farley Communications	1,240,000	766,500
Jameson Advertising	1,230,000	1,200,000
Craig, Lamm, Hensley & Alderman Advertising	1,224,768	867,160
Jack Cantwell Inc.	1,221,000	1,214,000
Jack Levy & Associates	1,216,550	997,000
Freeman-Huenink-Zilbert	1,200,000	900,000
Stolz Advertising	1,173,728	1,028,526
Squire, Vargas, Tolpin	1,151,400	——
Dawson, Johns & Black	1,141,350	765,000
Launey, Hachmann & Harris	1,131,000	1,042,500
A&M Associates	1,126,000	——
Newmark, Posner & Mitchell	1,125,000	——
Loewy Stempel & Zabin	1,125,000	1,000,000
Ross Advertising	1,116,683	1,047,946
Pihas, Schmidt, Westerdahl Co.	1,096,016	773,198
Kelly Advertising	1,078,751	763,016
William Eisner & Associates	1,074,746	782,284
Gianettino & Meredith	1,069,855	370,000
STG Marketing Communications	1,068,605	676,916
The Food Group	1,050,000	——
Marvin & Leonard	1,050,000	1,012,500
Lieberman-Harrison	1,047,000	835,000
American Media Advertising	1,046,875	554,250
Hackenberg, Normann, Krikovich Partners	1,038,636	751,140
Sheehy-Dudgeon	1,037,000	739,000
Furman, Roth	1,035,000	856,500
McKone & Co.	1,020,000	885,000
Marquardt & Roche	1,019,607	895,500
Baker, Abbs, Cunningham & Klepinger	1,018,691	737,881
Fry Associates	1,013,453	982,234
J.P. Hogan & Co.	1,002,000	930,000
Greenstone & Rabasca	1,000,000	705,000

373 agencies gross under $1,000,000

Agency	1979	1978
Price/McNabb Advertising	$998,550	$810,676
Horlick, Levin, Hodges	996,510	867,000
Witherspoon & Associates	993,116	1,108,753
Thomas G. Ferguson	990,872	854,200
Manning & Associates	984,500	934,500
Cole Henderson Drake	983,723	768,113
Faller Klenk & Quinlan	980,048	811,000
Margeotes/Fertitta	980,000	693,300
Bayless-Kerr & Palm	978,169	804,246
Lee/Baader & Rose	975,065	——
Hank Forssberg Advertising	975,000	1,080,000
Murray Salit & Associates	975,000	802,000
Bergelt Advertising	969,860	592,000
SZF Inc.	963,210	927,455
Lowengard & Brotherhood	962,653	851,900
J.I. Scott Co.	960,000	900,000
Zylke & Affiliates	$958,400	$844,500
Dwelley, Bolger & Citrin	956,96-	304,485
Eisner & Associates	952,540	721,946
Barritt, Larsen, Peck & Farnell Advertising	932,500	487,500
Winterkorn, Hammond & Lillis	930,759	638,601
Yellow Pages Marketing Services	910,165	623,850
Shaffer/MacGill & Associates	909,695	753,520
B-W Advertising	907,500	643,800
Kelly, Nason Advertising	900,790	——
Harrison Higgins	900,000	815,000
Kenneth Jaffe Inc.	900,000	625,000
Shailer Davidoff Rogers	900,000	850,000
Brooks Pollard Co.	896,232	628,990
Gaynor & Ducas	$894,508	$1,464,794
Brady Co.	893,692	806,478
Ferber & Strauss	892,000	937,000
Berenson & Isham	887,150	637,384
Schein/Blattstein Advertising	882,000	818,000
Intercon International	880,000	503,272
Martin, Sturtevant, Silverman & Marshall	880,000	100,000
Starr Advertising	874,612	813,041
Marko Dreyer & Smith	870,000	625,000
Vantage Advertising & Marketing Associates	867,900	788,000
Kenrick Advertising	850,000	800,000
Barrett-Yehle	846,050	776,193
Northrup & Teel	842,043	699,650

Agency	1979	1978
Smith, Kaplan, Allen & Reynolds Advertising	$840,083	$795,779
Gross, Townsend, Frank	840,000	150,000
Jepson-Murray Advertising	828,000	691,000
Carlson & Co.	818,412	—
Hazard Advertising	816,000	797,000
Waldbillig & Besteman	809,470	581,698
Nader, Charlton-Perrin	808,791	795,120
Peitscher, Janda/-Associates	805,600	603,500
Louis Benito Advertising	803,000	512,000
Bailey Lewis & Associates	802,002	702,750
Three Arts	801,352	762,356
Adler, Schwartz	795,576	775,060
Bonsib Inc.	791,456	585,286
Barbetta Miller Advertising	790,000	720,000
Fry/Hammond/Barr	787,382	640,837
Stuart Williams Associates	786,000	704,000
LaBelle & Shallbetter Advertising	784,183	635,715
Ward Archer & Associates	782,772	565,073
Feldman McPherson Topin	772,500	502,500
Markmakers	771,538	598,803
Sidney Clayton Associates	769,250	667,940
Lenac, Warford, Stone	765,251	819,128
Vinyard & Lee & Williams	765,020	408,079
Fletcher-Walker-Gessell	764,000	630,000
Sam Lusky Associates	763,163	788,822
Scharfberg & Associates	760,000	720,000
Tyson & Partners	760,000	645,000
Johnson-Raffin Inc.	756,000	—
Donald L. Arends Inc.	755,200	655,600
Frank P. Sotera Inc.	753,000	756,000
Womack/Claypoole/Griffin Advertising	752,166	592,265
Adelante Advertising	750,000	750,000
Briskin Associates	750,000	700,000
GGK America	750,000	480,000
Kamstra Communications	750,000	600,000
Jack List & Associates	750,000	750,000
Mathis, Burden & Charles	750,000	450,000
Pesin, Sydney & Bernard Advertising	747,893	749,874
Higdon Group	741,524	664,125
Lesko Inc.	735,000	650,000
Fessel, Siegfriedt & Moeller Advertising	734,325	750,470
Neal Spelce Associates/-Manning, Selvage & Lee	730,523	551,583
Gillen/Kloss & Associates	720,000	675,000
E.H. Rogers & Co.	720,000	—
R.S.M. & K	716,000	704,000
The Gottlieb Group	713,985	605,453
The Michener Co.	712,784	635,024
Hart Services	712,500	675,000
Gilmore Advertising	705,000	730,000
The Coakley Heagerty Cos.	704,447	604,739
J.R. Druid Associates	700,000	500,000
Reeds & Farris	698,000	621,000
Richardson, Thomas & Bushman	693,559	662,700
Gallagher Group	683,800	690,000
Stimpson Associates	681,371	510,857
Paula Green Inc.	677,065	555,000
Gardner Communications	675,367	275,000
Hart/Conway Co.	673,478	693,311
Estey-Hoover	662,006	456,740
Harold E. Flint & Associates	659,548	540,878
J.H. Lewis Advertising	654,880	628,133
Jerre R. Todd & Associates	654,327	722,875
Sommer Inc.	650,175	—
E.M. Reilly & Associates	643,890	578,715
George P. Clarke Advertising	633,820	630,655
Ensslin & Hall	631,288	—
Graber & Cohen	629,000	355,050
Wray/Ward Advertising	626,239	421,606
Schoenfeld/Prusmack	624,000	317,000
Mad. Ave. East	$622,666	$388,220
IDEA Advertising	618,967	—
John Emmerling Inc.	611,150	311,500
Ira Thomas Associates	608,270	486,476
Phil Motta & Associates	605,538	348,930
McDougall Associates	602,300	485,300
Cappiello & Co.	600,000	—
DeKrig Advertising	600,000	550,000
May/Partners	600,000	525,000
The Advertising Workshop	597,925	547,017
Gillespie Advertising	597,753	532,373
Steiner/Bressler Advertising	597,600	—
Moss Advertising	595,000	491,480
Creative Advertising	591,000	200,000
Gordon Advertising	590,000	317,500
Pierce Brown Associates	589,501	—
Roggers, French & Co.	588,049	481,399
Caraway Kemp Communications	587,000	399,000
Karsh & Hagan	585,122	—
Staley, Fox	583,400	—
Sawyer Advertising	582,222	428,418
Greene & Claire	580,000	575,000
Mintzer, Trostler & Rothschild	574,000	580,600
Lipman Services Corp.	568,915	531,273
Huwen & Davies	567,000	532,000
Wendt Advertising	566,698	521,307
Wyble Advertising	563,017	393,749
Lauer Advertising	562,248	499,619
The Merchandising Factory	555,000	467,000
Marketing Directions	554,809	341,499
Sheldon Fredericks Advertising	553,000	481,000
Hottman Edwards Advertising	549,227	474,410
John Brown & Partners	548,572	405,000
Finnegan & Agee	547,735	431,220
Clif Furgurson Advertising	540,959	—
Bergthold, Fillhardt & Wright	533,000	433,000
GKD Advertising	528,000	384,000
Darien, Russell & Hill	525,316	510,240
Graphicus 14	523,000	290,000
Jack Hodges III Communications	520,054	475,202
Ackerman Advertising	520,000	450,000
Don Hansen Advertising	520,000	495,000
Carmichael, McKneely, Dusenbury & Alban	519,926	441,127
Adair Associates/-Advertising	519,640	430,347
Douglas Samuel Advertising	515,725	430,976
Eagen Curtis & Hickman	512,000	360,000
Langeler:Mason	500,000	350,000
Lewis & Associates	499,000	390,000
R.L. Meyer Advertising	498,416	413,356
Barney & Patrick Advertising	498,359	464,741
Mass Motivators	490,513	137,987
Robert Towers Advertising	490,000	433,000
Grizzard Advertising	487,365	460,000
Redmond Amundson & Rice	486,500	262,900
J.W. Prendergast & Associates	486,000	—
Bridgman Associates	484,800	332,100
Warr, Foote & Rose	483,684	343,336
Connor-Sager Associates	483,149	472,204
Saxe Mitchell	483,000	417,000
Kolker, Talley, Hermann	480,000	255,000
Z/E/A Marketing Communications	479,000	475,000
Gann-Dawson	477,150	454,418
Kelly, Tims & Andrus	470,996	385,922
Jules Rabin Associates	470,000	430,000
Smith-Langerman	467,730	322,240
H.T. Fenton Associates	465,000	387,250
Lane & Leslie Advertising	$454,000	$421,000
Kern Schmidt Co.	453,757	350,301
Vanguard Agency	452,711	632,113
Haddad, Lawrence Advertising	450,000	390,000
Dorritie & Lyons	450,000	—
Lee Keeler Inc.	450,000	400,000
Thompson Torchia & Dymond	450,000	300,000
Bailey, Orner, Makstaller	448,600	375,800
Gardiner Advertising	439,988	418,786
MAP Advertising Agency	439,926	352,304
Steen Advertising	435,000	390,000
Quillen Elsea & Trabue	433,196	335,469
Brashe Advertising	429,148	373,440
Shaw Elliott	429,123	640,177
Communique Inc.	428,158	265,144
Barron, Hillman & Melinick	420,600	410,824
Keroff & Rosenberg	420,000	400,000
Nissen Advertising	420,000	308,000
Associated Ad*Ventures	417,784	420,060
Damart Advertising Associates	414,700	365,000
Harant Soghigian Advertising	410,000	230,000
Meldrum & Campbell	406,500	354,785
Riegert & Sweas Advertising	400,000	375,000
Woodard Askey Eggers & Schaffer	400,000	—
Dickison & Rakaseder	398,300	—
Tri-State Advertising	395,840	463,257
Adams, Rickard & Mason	394,315	223,664
Kinzie & Green	387,696	275,722
Daigle, Merriman & Associates	380,450	228,730
Marketing Group	379,095	271,473
Walsh, Rinehart & Puccio	378,466	325,000
JRL Advertising & Sales Promotion	375,000	300,000
Laven, Fuller & Perkins Adv./Mkt.	366,240	299,560
Beckman Associates	360,541	—
The Impact Group	357,444	—
Cleveland & Associates	348,000	180,000
Howard E. Mitchell Jr. Advertising	342,888	277,853
Len Scholl & Co.	339,200	289,800
Henry Eisen Advertising	337,500	300,000
Lerly Advertising Associates	335,000	295,000
Harold M. Mitchell Inc.	334,118	298,320
Denton & French	330,970	262,239
Klein-Sieb Advertising & Public Relations	329,773	212,691
DK&A	329,139	309,777
The Maxwell Arnold Agency	325,000	275,000
Marcom Inc.	324,068	254,260
Sumner & Berry Advertising	324,000	185,000
Charles Crone Associates	323,000	263,395
Brady Advertising	322,693	228,917
Hood, Light & Geise	316,493	275,438
Douglas Bewick	315,000	300,000
Inglehart & Partners	315,000	250,000
Bowes/Hanlon Advertising	314,650	276,750
Gabel Advertising	314,281	317,887
Robert K. Butcher & Associates	312,000	297,000
The Sackett Group	312,000	165,000
Arnold Hoff & Associates	310,000	320,000
Gregory Enterprises	310,000	200,000
Rozier, Sumner & Berry	305,724	324,145
Miller Addison Steele	302,000	295,500
Victor Wademan & Co.	301,286	281,334
Goodman & Associates	300,000	255,000
Amundsen/Clark	299,778	—

Agency	1979	1978
Jones, Anastasi & Mitchell	$299,000	$131,906
Pace Advertising	295,500	281,500
Doty Phillips & Laing	294,612	374,454
Deppe & Associates	293,890	284,606
The Fidler Group	292,500	——
Levy Advertising	290,500	246,168
Mealer & Emerson	289,000	210,000
Keye Advertising	278,420	230,906
T.S. Jenkins & Associates	278,134	222,300
Goff Communications	277,249	287,841
HMK Advertising	270,000	255,000
William Jenkins Advertising	270,000	240,000
Wilson, Frank & Associates	260,010	217,308
Communigraphics Inc.	260,000	225,000
Emery Advertising	260,000	200,000
Parsons, Friedmann & Central	257,015	——
Fricke 3	255,047	179,490
Lawrence Butner Advertising	255,000	——
Outdoor Products Marketing	254,600	162,000
Hicks & Grayson	253,465	226,022
Image Advertising	252,000	230,000
John Volk Co.	248,522	283,234
M.E.R. & Associates	248,460	216,696
Dulaney Advertising	248,388	192,326
Wimmershoff & Associates	247,302	194,381
The Communicators Group	243,500	——
Dan Ebberts & Co.	242,501	283,301
Mohawk Advertising	241,900	201,821
Allyn Associates	240,000	210,000
The Boelter Co.	236,000	269,506
Elbert Advertising	233,670	247,922
Hughes, Martindale & Associates	231,600	180,750
Detrow & Underwood	230,000	197,000
Charles Sweeney & Associates	228,600	153,343
Bernard Popick Associates	228,305	218,698
Fulcher/Brownfield	225,000	150,000
Everett, Brandt & Bernauer	219,039	172,400
Anesh, Viseltear, Gumbinner	218,175	429,310
Martin Fiderer Associates	217,500	153,750
Buzzard Inc.	217,000	142,000
Aloysius, Butler & Clark	216,017	236,798
Reynolds-Sullivan Advertising	215,000	195,000
Benefield, Levinger & Campbell	213,397	157,600
T.E. Loken Advertising	210,645	130,025
Blanchard & Associates	208,793	169,606
Blumenthal/Herman Advertising	205,758	158,240
Herb Gross & Co.	$205,000	$150,000
Dallas C. Dort & Co.	203,420	153,860
Image Dynamics	201,862	191,745
High Plains Advertising	201,300	160,362
J. Greg Smith Associates	201,227	188,459
Engel Advertising	200,022	130,909
Keller Haver Inc.	199,500	160,500
Johannesson, Reeser & Associates	197,575	44,468
George Johnson Advertising	197,021	173,937
Pete Glasheen Advertising	196,421	59,516
McFarland, Street & Albright	192,525	147,525
Morvay Advertising	187,500	150,000
Marbro Advertising	185,067	164,781
Culver International	185,000	165,000
Walter P. Luedke & Associates	184,124	182,000
Bernard & Co.	183,632	129,966
Gerald Pallis Advertising	181,500	149,000
Zam & Kirshner	181,400	160,100
Abell-Rifkin Advertising	180,000	135,000
S.M. Sachs & Associates	180,000	150,000
Zubi Advertising Services	180,000	127,000
Riallus Advertising	175,800	115,250
Poller & Jordon Advertising	174,650	161,500
Tompkins Heetland Associates	170,398	147,588
Perspectus Agency	168,000	123,000
Jack Mathis Advertising	165,652	156,369
Black & Musen	165,000	168,000
The Answer Group	163,000	165,000
Maurice Paulsen Advertising	162,766	175,949
Cammi Advertising	160,006	——
Perry Ballard Advertising	157,957	76,515
Cinamon Associates	157,000	135,000
Zung International	157,000	176,000
Goldstein Associates	155,696	36,250
Mills Communications	152,404	——
Burdette Advertising	150,756	213,854
MBC Inc.	150,000	——
Charles A. Geiger Associates	145,000	119,000
Edward Owen Co.	143,662	132,422
Thorwald & Haresnape Advertising	139,162	105,590
Allen Advertising	137,600	157,033
Leonard Davis Advertising	135,000	130,000
Groseclose & Poindexter Advertising	130,887	118,884
Kelso Associates Ltd.	129,595	88,519
Butler-Turner Advertising	125,300	116,200
McCartney-Gray of Dallas	125,000	120,200
John McNamara Advertising	$125,000	$41,178
Brown Advertising	123,750	100,250
Admark Advertising	123,212	113,025
Mills Advertising	120,000	94,000
Jonethis/Larson Advertising	118,590	105,341
Marc Associates	115,549	132,574
Henry Nachman Associates	111,000	106,000
Patt Patterson & Associates	108,520	134,866
Knight Advertising Communications	104,700	64,000
F.J. Murray Co.	104,022	119,977
Jerome H. Schmelzer & Associates	101,100	76,850
Lloyd G. Jakeway Advertising	101,000	171,000
W. Trock & Associates	98,000	109,000
Sunrise Corp.	97,458	79,190
Ed Delgado Advertising & Public Relations	97,000	67,000
Geoffrey W. Layton Inc.	95,400	——
Culpepper & Associates	94,686	——
Dana Howard Jones Advertising	92,250	97,500
John E. Goulet Advertising	89,647	64,412
Kelleher, Bamberger, Terry	89,112	——
Cardin Advertising	85,336	76,038
Bruce, Henry & Davis Advertising	84,649	51,148
Gorchov Advertising	78,021	76,740
Impressive Advertising	74,543	69,214
David Hughley Advertising	73,947	77,111
Peter Forstenzer Inc.	70,875	64,425
James O. Jones Advertising	70,155	63,620
Amsterdam Advertising	69,629	75,211
P.F.P. Advertising	68,532	44,871
Charles E. Vautrain Associates	67,426	188,864
Jackson, Kotowski & Associates	61,500	——
John L. Moorhead Advertising/PR	60,700	58,700
Norman R. Anderson & Associates	60,000	52,500
Francom Advertising	60,000	100,000
J.G. Kasten & Co.	55,361	30,914
Raymond I. Lang Advertising	49,000	62,539
MultiService Corp.	47,438	——
Kelly Adams Advertising	33,222	32,853
Scott Associates	23,883	42,237
Connoisseurs Unltd.	10,000	14,000

Agencies with gross income over $15,000,000

(*Continued from Page 6*)

$43,000,000 in materials and services and $50,760,000 in capitalized fees. The agency's foreign volume was $298,096,000 in 1979 and $246,268,000 in 1978.

C-E last year gained no accounts and lost Borden. Clinton E. Frank Inc. gained Electroalert and Scorpion Industries; it lost Icelandic Airlines, Kohler and Heublein Club cocktails. Tinker Campbell-Ewald gained Cluett, Peabody and Heublein spirits group (new products); it lost British Airways, billing $6,000,000.

Overseas, Campbell-Ewald last year gained Philips (Belgium); Squibb (Life Savers, Bubble Yum and new products) in the United Kingdom; Rachengold mints and cough drops (West Germany); Borden (Mexico); Canon copiers etc. (Holland) and White Wings cake mixes and puddings. Its overseas losses included Mitre 10 (Australia), Horten department store (West Germany), Tempo Sanys, Moltex diapers (France), United Permanent (Australia) and Telefunken (France).

The agency has 1,790 employes, including 769 in the U.S. A year ago it had 1,793 employes, including 816 in the U.S.

Campbell-Mithun

Gross Income	1979	1978
U.S.	$23,760,000	$21,150,000
Total	$23,760,000	$21,150,000

Campbell-Mithun, Minneapolis, reported gross income of $23,760,000 on 1979 billings of $158,400,000. Its 1978 gross was $21,150,000 on billings of $141,000,000. The agency is a subsidiary of Ted Bates & Co.

The agency's 1979 volume included $123,000,000 in media, $16,000,000 in materials and services and $19,400,000 in capitalized fees. Its 1978 volume of $141,000,000 included $110,000,000 in media, $14,000,000 in materials and services and $17,000,000 in capitalized fees. The C-M total does not include the results of its two U.S. subsidiaries, CM&B Advertising and Promotion Works Inc.

Campbell-Mithun gained Coca-Cola Foods (Maryland Club and Butter-Nut coffees), billing about $2,000,000, from Tatham, Laird & Kudner; Kohler Co. bathroom fixtures, billing $1,000,000, from Clinton E. Frank Inc.; *Better Homes & Gardens'* Real Estate Service; Dubuque (Ia.) Packing, MEPC American Properties, Norand Corp., Bank of Ravenswood, Chicago; Saluto frozen entrees (General Mills); Visitronics/Honeywell Consumer Products; Masland Duraleather Co., 3M Alarm Services; Drake Hotel (Chicago); Micro-Gen Equipment Corp.; Blue Cross/Blue Shield, Chicago; Pako Filmshops; Libby, McNeill, Libby, and Uniroyal (Naugahyde fabrics division and agricultural chemicals division). It resigned West Bend Co. appliances, billing $5,000,000, and Litton Industries.

Billings breakdown: Print 27%, broadcast 65%, other 8%. The agency has 589 employes in two offices; a year ago it had 522 in two offices.

Compton Advertising

Gross Income	1979	1978
U.S.	$40,864,000	$36,025,000
International	36,851,000	30,068,000
Total	$76,715,000	$66,093,000

AA estimates
Revised

Compton Advertising, New York, is estimated to have had 1979 gross income of $77,715,000 on estimated billings of $524,611,000. Its 1978 gross is estimated to have been $66,093,000 on estimated billings of $457,873,000.

AA estimated Compton's 1979 overseas gross income and revised its 1978 overseas figures to reflect the agency's minority holding in Saatchi & Saatchi Compton, London. The figures supplied by the agency included 100% of the Saatchi agency's billings and gross income for both 1979 and 1978. Those figures were: 1979 gross income of $95,381,000—including $54,517,000 foreign—on billings of $642,433,000, compared with 1978 gross of $82,715,000, including $46,690,000 foreign—on billings of $557,433,000. The foreign billings reported were $360,031,000 in 1979 and $311,233,000 in 1978. AA's estimate of overseas volume was $243,109,000 in 1979 and $211,673,000 in 1978.

The agency's 1979 U.S. volume of $281,502,000 included $234,902,000 in media, $37,200,000 in materials and services and $9,400,000 in capitalized fees. Its 1978 U.S. volume of $246,200,000 included $210,700,000 in media, $29,500,000 in materials and services and $6,000,000 in capitalized fees.

(*Continued on Page 20*)

Agencies with gross income over $15,000,000

(Continued from Page 16)

The 1979 figures include the income and billings of subsidiaries Rumrill-Hoyt, Klemtner Advertising and Ross Roy New York/-Compton.

The agency last year gained Thompson Medical (Dexatrim), Allen Beverages, First Federal Savings of Broward, *Sport* magazine, Ray-O-Vac (special project), Viacom (Showtime), Union Carbide and new assignments from existing clients (Johnson & Johnson, Jones sausages, IBM's GBGI division and Austin, Nichols & Co. (Pernod). It had no account losses last year.

Overseas, it gained 30 accounts, including Pfizer (Philippines), Black & Decker (West Germany), IBM office products (Italy), Williams & Humbert's Dry Sack sherry (Belgium), Citroen and IBM (France), Standard Brands (Puerto Rico) and British West Indian Airways (Puerto Rico). Its 10 overseas losses included Jag & Haggar Sportswear (Philippines) Bic (Germany), Cointreau (France) and British Airways (Australia).

Billings breakdown: Newspapers 4%, magazines, 28%, radio 2%, tv 64.5%, outdoor 0.8%, p.o.p. 0.2% and Yellow Pages 0.5%. The agency has 868 employes in eight U.S. offices; a year ago it had 799 in seven U.S. offices.

Creamer Inc.

Gross Income	1979	1978
U.S.	$15,300,000	$13,100,000
Total	$15,300,000	$13,100,000

Creamer Inc., New York, reported gross income of $15,300,000 on 1979 billings of $102,000,000. Its 1978 gross income was $13,100,000 on billings of $87,300,000.

Creamer's 1979 volume included $80,000,000 in media, $13,000,000 in materials and services and $9,000,000 in capitalized fees. Its 1978 volume included $73,200,000 in media, $10,100,000 in materials and services and $4,000,000 in capitalized fees. It also operates Creamer Dickson Basford pr.

Creamer New York gained Alexander's department store, Apollo Technologies, Azoplate division, American Hoescht, Burlington Industries underwear, Ms. and Racford Uniform Fabrics Co., Wm. B. Kessler's Calvert clothes, Hammonton Park clothes, Jean Andre divisions, New York Sportswear Exchange, Computer Data Access. Creamer Chicago gained Anixter Bros., American Toy & Furniture, Borg-Erickson Corp., Cadaco, Chippewa Paper Products, Climate Control Corp., Englewood Electric Supply, First Metropolitan Builders, Kidco, Lee & Eddie Caterers, Mid-Central Services, Northern Illinois Gas. The Pittsburgh office gained Gardner Associates, National Development Corp., Polhemus Navigation Sciences, Ryan Homes/Eastern USA, Shenango China, Sun drug division stores. New England (Providence, Hartford offices) gained Balfour Co., Bostik consumer division, USM Corp., Gripco Fasteners division, Mite Corp., McDonald's Connecticut and southwestern Massachusetts, Morse Tools division, Gulf & Western Mfg., Rogers Corp., Safeway, Snauwaert North American division, Questor, Spalding tennis, the Stanley Works tool division; U.S. Envelope Co., Richardson-Merrell's Vicks health care division, Wiremold Co.

The New York agency lost *Dun's Review*, Penthouse International (*Penthouse*, *Omni*); Chicago lost Amsted Industries; Pittsburgh lost Disston, Overly Mfg. Co., Eat 'n Park; New England lost Digital Equipment Corp., Exide Safety Systems division of ESB Inc., KLH Research & Development Corp., King-Seeley Thermos Co.

Billings breakdown: Newspapers 10%, magazines 36%, radio 5%, tv 31%, outdoor 3%, business press 12%, farm publications 1% and other 2%. Creamer has 370 employes in five offices; a year ago it had 323 employes in four offices.

Coming April 14: Foreign agencies

In the April 14 issue of ADVERTISING AGE, income, billings and financial details will be reported for agencies in the many world areas where advertising is a factor, including Canada, Europe, the Far East, Australia and South America.

Cunningham & Walsh

Gross Income	1979	1978
U.S.	$29,276,000	$28,938,000
Total	$29,276,000	$28,938,000

Cunningham & Walsh, New York, reported gross income of $29,276,000 on 1979 biilings of $225,200,000.

The agency's 1979 volume, including the totals for both years of Post-Keyes-Gardner, Chicago, acquired in the fall of 1978, was as follows: $193,897,000 in media, $20,494,000 in materials and services and $10,809,000 in capitalized fees. Its 1978 volume of $222,600,000 included $189,525,000 in media, $21,500,000 in materials and services and $11,575,000 in capitalized fees.

The agency gained Bank of New York, billing $2,000,000; American Home Foods (Chef Boy-ar-dee spaghetti sauces); F.M.E. Corp.; Tom Fields Ltd. (Tinkerbell children's grooming products); First French Hotels, Mitsubishi Motors Corp.; Kayser-Roth's Easy to Be Me panties, hose and new products; Northern California Toyota Dealers Advertising Assn.; Realty World Corp.; Sharp Electronics' industrial equipment division (pr only); Sterling Drug (new products); "21" Brands (spirits billing $4,000,000-plus), UTA French Airlines.

The agency lost Jos. Schlitz Brewing Co.'s Old Milwaukee and Schlitz Light beers, billing $3,500,000 and $5,000,000, respectively, to BBDO and Della Femina, Travisano & Partners and Florists' Telegraph Delivery Assn.

Billings breakdown: Newspapers 8%, magazines 29%, radio 5%, tv 50%, outdoor 8%. The agency has 602 employes in four offices; a year ago it had 652 in four offices.

Dancer Fitzgerald Sample

Gross Income	1979	1978
U.S.	$59,724,000	$51,500,000
International....	8,632,000	5,000,000
Total	$68,356,000	$56,500,000

Dancer Fitzgerald Sample, New York, reported gross income of $68,356,000 on 1979 billings of $469,850,000. Its 1978 gross income was $56,500,000 on billings of $459,000,000.

The agency's 1979 U.S. volume of $420,000,000 included $245,000,000 in media, $42,000,000 in materials and services and $133,000,000 in capitalized fees. Its 1978 U.S. volume of $362,000,000 included $203,000,000 in media, $36,000,000 in materials and services and $123,000,000 in capitalized fees. DDB reported foreign billings of $49,850,000 in 1979 and $97,000,000 in 1978. It did not break down those totals.

The billings and income of its U.S. subsidiaries are included in the DFS total. They include GFS/-DFS, DFS/Wegener Agricultural Group, Program Syndication and Tomorrow Entertainment.

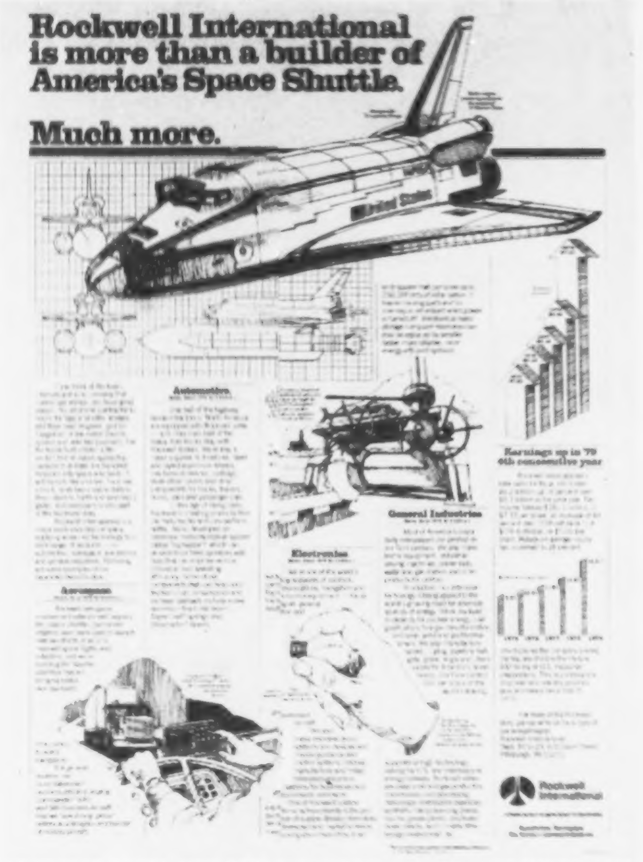
The agency's U.S. account gains last year included Nikon cameras, billing $6,500,000, via the acquisition of Gilbert, Felix & Sharp (now GFS/DFS); Jacqueline Cochran's Cie fragrance, billing $4,000,000, from Norman Craig & Kummel; General Mills' Kix and Body Buddies cereals; Popsicle Industries, billing $2,000,000; Ciba-Geigy agricultural division; Yoplait yogurt; Saudi Arabian and Canadian Toyota; Denver Toyota Dealers Advertising Assn.; 3M's Mmm! What a Tan; Procter & Gamble's Solo detergent (in test); S&W Fine Foods; Walker & Lee Real Estate; Tatung tv sets and fans, and Tri-Flon lubricants.

In one of the biggest U.S. account shifts of 1979, R.J. Reynolds Tobacco last November moved the $40,000,000-plus Winston cigaret line to William Esty Co. DFS also lost New York Metro and San Francisco Area Toyota Dealers Advertising Groups.

Overseas, DFS gained Johnson's Baby Care, Hewlett Packard, Faxe beer, Bayer/Owens Corning, Life Savers, Rossignol-Ski Deutschland, Duracell batteries, *Financial Times*, Rolls-Royce, Campari, British Airways, RCA Records, Morgan Bank and various other accounts in international markets. Its overseas losses included Supermarkets Italiani, Gamba Rotta liquors, Peugeot, Citroen, Grundig, Polycell, Arrowfield Wines and Express Freights Pty.

Last September, DFS bought out its partners, the British-based Dorland Group and the German-based DFS + R Dorland, to become sole owner of DDF International Network, which it merged into its DFS International network established a year earlier.

Billings breakdown: Newspapers 4%, magazines 21%, radio 2%, tv 69%, outdoor 4%. The agency has 1,084 employes in its five U.S. offices. A year ago it had 973 people in the same number of offices.


Rockwell International is more than a builder of America's Space Shuttle.
Much more.
Automotive
General Industries
Electronics
Aerospace
Earnings up in '79 6th consecutive year
Rockwell International

Campbell-Ewald, New York, prepared ads for Rockwell International.

D'Arcy-MacManus & Masius

Gross Income	1979	1978
U.S.	$ 57,379,000	$ 50,048,000
International....	70,666,000	54,605,000
Total	$128,045,000	$104,653,000

D'Arcy-MacManus & Masius, New York, reported gross income of $128,045,000 on 1979 billings of $853,624,000. Its 1978 gross income was $104,653,000 on billings of $698,846,000.

D'Arcy originally supplied 1979 figures that included the billings and gross income of de Garmo Inc., which was merged into D'Arcy's New York office (now D'Arcy-MacManus & Masius/de Garmo) last January. At AA's request, D'Arcy revised its 1979 figures. The original figures (including de Garmo) were as follows: 1979 gross of $134,565,000 on billings of $897,091,000. The income figure included $63,899,000 in the U.S.; international income remained unchanged.

D'Arcy's 1979 U.S. volume was $382,528,000. Although not broken down by the agency, volume is estimated to have included $325,000,000 in media, $52,000,000 in materials and services and $5,528,000 in capitalized fees. Its 1978 U.S. volume of $333,655,000 is estimated to have included $285,000,000 in media, $45,000,000 in materials and services and $3,655,000 in capitalized fees.

D'Arcy's overseas volume was $471,096,000 in 1979 and $365,191,000 in 1978.

The agency's U.S. account gains included Gallery of Homes, billing $3,500,000, from Tucker Wayne & Co.; Laker Airways, billing $2,500,000, from Stiefel/Raymond; ESPN; FTD; WIND Radio; Anheuser-Busch's Clydesdale Collections; AT&T Phone Center; American Soybean Assn.; American Hoist & Derrick; Academy of General Dentistry; Mitre Sports; Avery Label; Komatsu Fork Lift; Lasonic Electronics, and Ushio Inc. It lost Scripto, billing $1,000,000, to Burton/Campbell; Stiffel, billing $500,000; Hudson's, and Bally.

D'Arcy's foreign gains in 19 countries totaled 119. They included Barclays Bank (Canada), Colgate and Mars (France), Societa Italiana Manufatti (Italy), Elsevier Publishing (Netherlands), Norsk Citroen (Norway), Iberia Airlines (South Africa), Anheuser-Busch (West Germany), Lipton (Australia) and Reckitt & Colman (Britain). It lost 44 accounts overseas in 1979.

Billings breakdown: Newspapers 8%, magazines 18%, radio 9%, tv 63%, outdoor 1%, directory 1%. The agency (including de Garmo) has 3,255 employes in 37 offices, including 1,505 in nine U.S. offices. A year ago it had 2,815 employes in 34 offices, including 1,197 in eight U.S. offices.

De Garmo Inc., now D'Arcy-MacManus & Masius/de Garmo, reported gross income of $6,520,000 on 1979 billings of $58,709,000. In 1978 it had gross income of $5,831,000 on billings of $53,000,000. Its 1979 volume included $40,148,000 in media, $3,757,000 in materials and services and $14,804,000 in capitalized fees. Its 1978 U.S. volume of $51,000,000 included $34,531,100 in media, $4,860,000 in materials and services and $11,608,900 in capitalized fees. It reported no foreign volume in 1979, but had volume of $2,000,000 foreign in 1978, from which it derived income of $300,000. The agency gained Standard Brands' Royal gelatine and pudding in 1979.

Billings breakdown: Newspapers 3%, magazines 27%, radio 3%, tv 42%, outdoor 12%, business press 5%, other 8%.

NOW PICKED, PRESSED AND RELAXED HAIR CAN BE MORE BEAUTIFUL.

Foote, Cone & Belding, New York, is agency for Clairol's Born Beautiful.

Della Femina, Travisano & Partners

Gross Income	1979	1978
U.S.	$15,600,000	$12,400,000
Total	$15,600,000	$12,400,000

Della Femina, Travisano & Part-

(Continued on Page 24)

Agencies with gross income over $15,000,000

(Continued from Page 20)

ners, New York, reported gross income of $15,600,000 on 1979 billings of $111,000,000. Its 1978 gross was $12,400,000 on billings of $88,090,250.

The agency's 1979 volume included $89,100,000 in media, $10,800,000 in materials and services and $11,100,000 in capitalized fees. Its 1978 volume of $88,090,250 included $72,500,000 in media, $8,420,000 in materials and services, $7,170,250 in capitalized fees.

Della Femina last year gained Lipton Co. (herbal teas), Schlitz Light beer, Ramlosa Royal Swedish mineral water, Pacific Southwest Airlines, Kickers footwear and Mr. Steak restaurants.

Accounts lost included American International Group, International Multifoods, Danecraft jewelry and Ralston Purina's High Protein dog food.

The agency last year established a separate subsidiary, Drossman Yustein Clowes, and acquired Isidore, Lefkowitz, Elgort.

Billings breakdown: Tv 58%, newspapers 18%, magazines 14%, radio 9%, other 1%. The agency has 235 employes in two U.S. offices. A year ago it had 192 people in two offices.

Doyle Dane Bernbach

Gross Income	1979	1978
U.S.	$72,100,000	$64,500,000
International	31,900,000	25,500,000
Total	$104,000,000	$90,000,000

Doyle Dane Bernbach, New York, reported gross income of $104,000,000 on 1979 billings of $701,000,000. Its 1978 gross income was $90,000,000 on billings of $600,000,000.

The agency's 1979 U.S. volume of $492,000,000 included $405,000,000 in media, $46,300,000 in materials and services and $40,700,000 in capitalized fees. Its 1978 U.S. volume of $430,000,000 included $350,700,000 in media, $41,900,000 in materials and services and $37,400,000 in capitalized fees.

DDB's 1979 foreign volume of $209,000,000 included $145,000,000 in media, $31,300,000 in materials and services and $32,700,000 in capitalized fees. Its 1978 foreign volume of $170,000,000 included $116,300,000 in media, $27,700,000 in materials and services and $26,000,000 in capitalized fees.

Included in DDB's figures are the billings and gross income of the following subsidiaries: Cargill, Wilson & Acree, DDB Group Two, Director's Studio, Milici/Valenti Advertising, Rapp & Collins and Schuller, Briggs & Mitchell, the latter acquired in 1979.

The agency's U.S. account gains in 1979 included IBM corporate tv, billing $10,000,000, from Conahay & Lyon; C&C cola, billing $5,300,000, through the acquisition of Catalano & Gornick, C&C's former shop; Weight Watchers International, billing $4,000,000; Foodways National; Sherwin-Williams (stores division), billing $4,000,000, from Foote, Cone & Belding; CBS (agency of record for all print advertising); Hershey's Y&S Candies division; Stroh's Goebel golden lager; Clairol's Sea Breeze skin antiseptic; VW Distributors mid-America region; Porsche-Audi's mid-America, eastern and Atlantic regions; GTE Telenet; GTE Viewdata; GTE Telecommunications Systems Group; Celanese Chemical, and the new Jetta and Rabbit convertible (VW). It lost Levy's bread and Avianca.

Overseas, the agency gained IBM (Australia, Formica (Europe), ITT (Belgium), Reckitt & Colman (France), Polaroid (Asia) Tuborg beer (West Germany) and numerous other business in international markets. Its overseas losses: Henry Jones (Australia), Volkswagen (Switzerland), J.B.Williams Co. (Canada), Bristol Myers (France) among others.

Billings breakdown: Newspapers 8%, magazines 24%, radio/tv 55%, direct mail 3%, production 9%, other 1%.

The agency has 2,000 employes in 24 offices, including 1,300 in eight U.S. offices. A year ago it had 1,905 employes, but it did not break down the total.

William Esty Co.

Gross Income	1979	1978
U.S.	$45,600,000	$41,250,000
Total	$45,600,000	$41,250,000

William Esty Co., New York, reported gross income of $45,600,000 on 1979 billings of $304,000,000. Its 1978 gross income was $41,250,000 on billings of $275,000,000.

The agency's 1979 volume included $276,000,000 in media and $28,000,000 in materials and services. Its 1978 volume included $252,000,000 in media and $23,000,000 in materials and services.

The agency last December gained the over-$40,000,000 Winston cigaret account which R.J. Reynolds Tobacco removed from Dancer-Fitzgerald-Sample in one of the most-publicized account shifts of the year. At the same time, Esty gave up RJR's $30,000,000-plus Camel cigaret line to BBDO. Other account gains included Colgate-Palmolive's Fab liquid, Noxell's Lestoil rug shampoo, Magnavox videodiscs, American Home Products' Dristan AF tablets, Genesee 12 Horse ale, Nabisco's Wheatsworth crackers and Schick Super II Ultrex razor.

The agency also lost Swift & Co. (processed meats), billing $8,500,000, to Grey Advertising.

Billings breakdown: Newspapers 6%, magazines 13%, supplements 5%, radio 8%, tv 59%, outdoor 7%, business press 0.5%, farm press 0.5%, transit 0.5%, p.o.p. 0.5%. The agency has 597 employes in two offices; a year ago it had 584 in two offices.

Foote, Cone & Belding

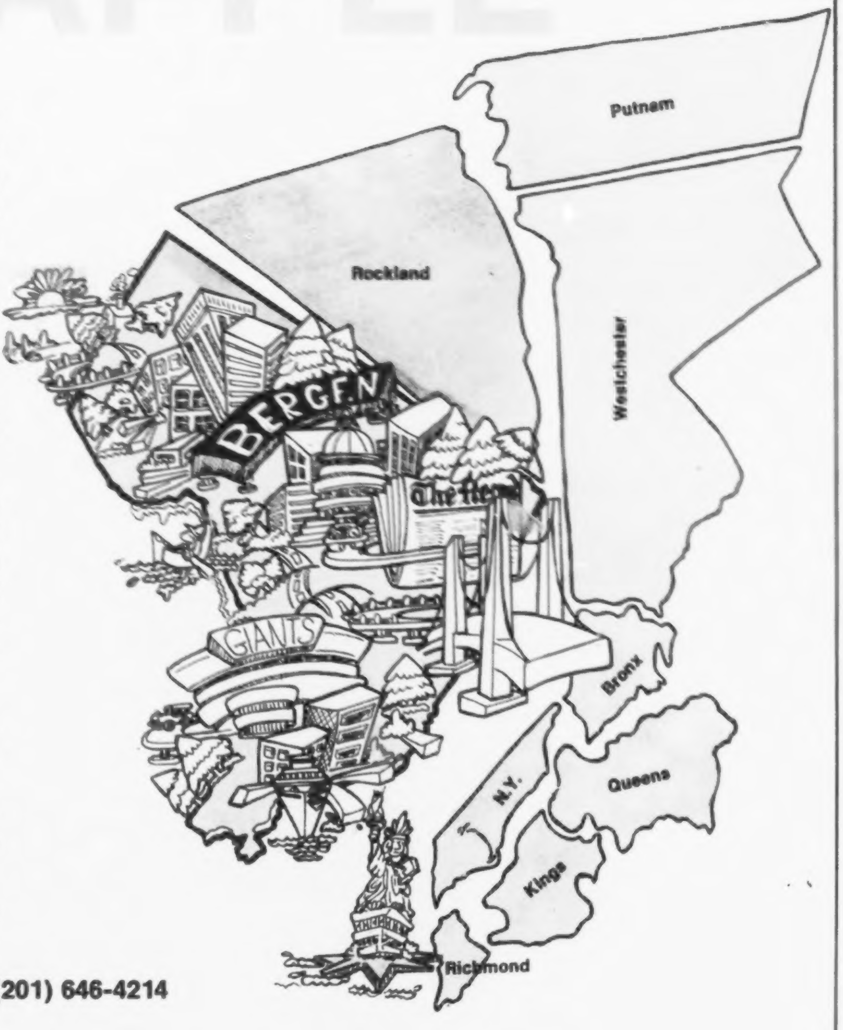
Gross Income	1979	1978
U.S.	$95,943,000	$75,675,000
International	41,704,000	35,347,000
Total	$137,647,000	$111,022,000

Foote, Cone & Belding Communications, Chicago, reported gross income of $137,647,000 on 1979 billings of $918,108,000. Its 1978 gross income was $111,022,000 on billings of $740,517,000.

The agency's 1979 U.S. volume was $639,939,000. That figure is estimated to have included $500,000,000 in media, $50,000,000 in materials and services and $89,939,000 in capitalized fees. In 1978, the agency's U.S. volume was $504,752,000. That figure is estimated to have included $390,752,000 in media, $30,000,000 in materials and services and $84,000,000 in capitalized fees. The agency reported foreign volume of $278,169,000 in 1979 and $235,765,000 in 1978. It did not break down those figures.

FCB's figures include the billings and gross income of the following advertising subsidiaries: Jennings & Thompson/FCB, Phoenix; Aitkin-Kynett, Philadelphia; Albert Frank/FCB and

(Continued on Page 28)



WE COUNT...
BIG APPLE

When you're selling in the #1 market, Bergen counts! It's the only New Jersey county in the New York SMSA, but Bergen has the best slice of the big apple's market.

For example: Bergen has the highest median household Effective Buying Income in the New York SMSA! What's more, Bergen tops Nassau and Fairfield too!

Sure Bergen's population is only 9.3% of the big apple, but count Bergen in for 12% of the EBI, and 12.9% of total retail sales. And in the New York suburbs, 45 cents of every retail dollar is spent in Bergen!

When you buy the #1 market, put The Record on your schedule. The Record has more circulation in Bergen County — daily or Sunday — than all the New York City and Newark newspapers combined. And that counts too!

For more information, phone (201) 646-4214

New Jersey's Largest Evening Newspaper
The Record

Source: ©S&MM 1979 Survey of Buying Power

National representatives: Sawyer-Ferguson-Walker Co.

Agencies with gross income over $15,000,000

(Continued from Page 24)

Wahlstrom & Co., Stamford, Conn.

FCB last year gained the entire British Airways account internationally, billing about $30,000,000; previously, it had handled only the $9,000,000 United Kingdom portion of the account. Other gains included Life Savers' Bubble Yum gum, billing $6,000,000, and resigned by BBDO; Borg-Warner Corp. (Bolens lawn and garden equipment), billing $4,000,000; Atlantic Richfield petroleum products; Adolph Coors Co. (new products and corporate), and Amana Refrigeration, billing $9,000,000, from Grey-North, Chicago. It also gained several new assignments from existing clients, including Sears, S.C. Johnson, Plough and Frito-Lay among others. It lost Sherwin-Williams, billing $4,000,000, to Doyle Dane Bernbach; Equitable (insurance); Speed Queen washers and dryers; Pedro Domecq wines and Jenn-Air grills and ranges.

Its major overseas gains, numbering over two dozen, included Gillette (France) Moulinex (Copenhagen), Burger Boy (Mexico), General Mills toys (United Kingdom), GFG Textiles and Cinzano (both Italy), Agfa film (Sweden). Its major overseas losses included Nicco Werke (Germany), Barclays Bank (South Africa), Pizza Hut (Australia), Hellmann's mayonnaise (Mexico) and Bombril (Brazil).

Billings breakdown: Newspapers 11.1%, magazines 20.1%, supplements 2.6%, radio 5.6%, tv 55.8%, outdoor 4.8%. FCB has 3,470 employes in 33 offices, including 2,210 in 9 U.S. offices. A year ago, the agency had 3,293 employes in 31 offices, including 2,024 in nine U.S. offices. The employes of Carl Byoir & Associates, an FCB pr subsidiary with 18 offices worldwide, are not included in the totals.

Grey Advertising

Gross Income	1979	1978
U.S.	$ 74,700,000	$65,200,000
International....	31,600,000	25,100,000
Total	$106,300,000	$90,300,000

Grey Advertising, New York, is estimated to have had 1979 gross income of $106,300,000 on estimated billings of $710,000,000. It reported 1978 gross income of $90,300,000 on billings of $602,000,000.

AA estimated Grey's 1979 performance because the agency adopted a formula which includes the total income and billings of overseas agencies, several of which it does not own 100%. AA's income report specified that agencies adhere to an equity formula in determining overseas income and billings. The figures for 1979 supplied by Grey were: Gross income of $142,700,000 on billings of $951,300,000, which included $63,300,000 in foreign gross income and $453,000,000 in foreign volume.

The agency's 1979 U.S. volume of $498,300,000, included $471,300,000 in media and $27,000,000 in materials and services. The agency's 1978 U.S. volume of $434,700,000 included $410.700,000 in media, and $24,000,000 in materials and services.

Grey's 1979 foreign volume is estimated at $211,700,000. It reported 1978 volume foreign of $167,300,000.

The agency last year gained Swift & Co., billing $8,500,000, from William Esty Co.; Congoleum Corp.; Shearson Loeb Rhoades; Thompson Medical Co.; BSR (USA) Ltd.; Elaine Powers Figure Salons; General Foods (cereals), billing $3,000,000, from Benton & Bowles; Bristol-Myers' Drackett division (Windex and Behold), billing $6,500,000, resigned by Young & Rubicam; Borden Cremora and Eagle brands; H.J. Heinz (Homestyle gravy), and ABC (theatrical movies on tv). Other Grey units and their account gains: Grey-North added Venture Stores and CUNA Mutual Insurance Group; Grey-Western, James B. Lansing Sound and Alpine Electronics; Grey 2 added American Cyanamid, Central Savings Bank and *Ladies' Home Journal*, and Grey Medical added E.R. Squibb, Thompson Medical, Johnson & Johnson, Bausch & Lomb and SmithKline. Grey reported losing no accounts in 1979; Grey-North lost Amana (billing $9,000,000), and Grey Western, American Honda's motorcycle division.

Overseas, the major accounts gains were General Foods and Procter & Gamble in Chile; International Playtex (United Kingdom); Seagram (Japan and Italy); Airwick (Japan); Braniff (France); General Mills (France), and Carnation (United Kingdom). Major accounts lost: Holt-Lloyd (Holland) and ICI (United Kingdom).

Billings breakdown: Newspapers 6%, magazines 14%, radio 3%, tv 76%, outdoor 1%. The agency has 3,079 employes in 39 offices, including 1,482 in 6 U.S. offices. A year ago, the agency had 2,890 employes in 31 offices, including 1,440 in 6 U.S. offices.

KM&G International

Gross Income	1979	1978
U.S.	$30,220,000	$24,473,000
International....	7,500,000*	6,550,000*T
Total	$37,720,000*	$31,023,000*T

*Estimated by AA.
T Restated.

KM&G International, Pittsburgh, is estimated to have had 1979 gross income of $37,720,000 on estimated billings of $245,100,000. Its 1978 gross was estimated at $31,023,000 on estimated billings of $195,321,000.

AA estimated the agency's foreign income and billings for both 1979 and 1978 since agency-supplied figures represented 100% of the billings and income of its overseas subsidiaries. AA revised the overseas figures on the basis of previous published reports listing the percentage of ownership KM&G has in those subsidiaries. The agency supplied the following figures: 1979 gross income of $40,622,000 on billings of $271,000,000, including $69,400,000 in overseas volume, and 1978 gross income of $32,989,000 on billings of $223,600,000, including $60,400,000 in overseas volume.

The agency's U.S. volume of $201,600,000 included $145,200,000 in media, $18,700,000 in materials and services and $37,700,000 in capitalized fees. Its 1978 U.S. volume of $163,200,000 included $117,500,000 in media, $17,100,000 in materials and services and $28,600,000 in capitalized fees. AA estimates KM&G had overseas billings (based on a percentage of ownership) of $43,500,000 in 1979 and $32,121,000 in 1978.

KM&G and its U.S. subsidiaries gained over 20 accounts including Shasta Beverages, billing $8,000,000, which moved to Botsford Ketchum from Hoefer, Dieterich + Brown; H.G. Park Inc. (sausages); Pillsbury Co. (flours, brownie mixes, new products); Ore-Ida Foods (frozen desserts, new products); Commonwealth of Pennsylvania (bureau of travel development); Randall's Supermarkets (Texas chain), American Chain & Cable, Smith Kline Instruments and California Raisin Advisory Board. It lost 11 accounts, including Kauffman's de-

(Continued on Page 32)

86 Proof Scotch Whisky. Distilled, blended and bottled in Scotland. Imported by Monsieur Henri Wines, Ltd., New York, N.Y.

Photographed in the Cafe Royal, Edinburgh, Scotland.

WHY THE SCOTS DRINK MORE BELL'S THAN ANY OTHER SCOTCH.

Because Bell's is blended with a high percentage of malt whiskies, which give a true "Scotch" Scotch taste.

Because a precise amount of the Bell's blend is matured in sherry casks, to give a mellow taste.

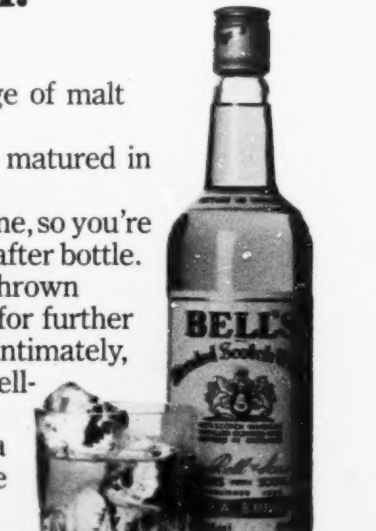
Because we use a *two-step* blending process, not one, so you're doubly assured of smoothness, time after time, bottle after bottle.

And because the blends in Bell's aren't merely thrown together and bottled, but are "married" in oak casks for further aging so they have time to get to know each other intimately, comfortably. That's why Bell's has such a mature, well-rounded taste.

The Scots are known to appreciate the taste of a great Scotch. And that's exactly why they drink more Bell's than any other Scotch in Scotland.

Taste.

Bell's. The best selling Scotch in Scotland.



Agencies with gross income over $15,000,000

(Continued from Page 28)

partment stores, Westinghouse Defense Systems, Clopay Corp., CBS Publications and Paradise Island. Its account gains overseas included Miro-Meccano, Carlsberg beer, Zanussi Products, Poulain chocolate, Montblanc pens.

Billings breakdown: Newspapers 9.5%, magazines 18.2%, radio 8.7%, tv 47.6%, outdoor 1.7%, trade papers 14.3%. The agency has 1,074 employes in 13 offices, including 804 in seven U.S. offices. A year ago it had 965 employes in 10 offices, including 776 in five U.S. offices.

Keller-Crescent

Gross Income	1979	1978
U.S.	$16,163,000	$13,925,725
Total	$16,163,000	$13,925,725

Keller-Crescent, Evansville, Ind., reported gross income of $16,163,000 on 1979 billings of $85,325,000. Its 1978 gross income was $13,925,725 on billings of $80,255,000.

The agency's 1979 volume included $21,686,000 in media, $21,985,000 in materials and services and $41,654,000 in capitalized fees. Its 1978 volume of $80,255,000 included $20,207,000 in media, $20,588,000 in materials and services and $39,460,000 in capitalized fees.

Keller-Crescent last year gained Arkla Industries, Bucyrus-Erie, Ever-Fresh Doughnut, Koehring Atomaster, Norge Co., Ohio Art Co., Analytic Equipment Co., Berwind Instrument Group, Decorating Den Systems, Great American Basic Commodities, Horizon Inc., Mallory Timers Co., Possum Trot Co., American Tredex Corp., Holiday Rambler Corp., Indiana Dept. of Commerce, Morganfield (Ky.) National Bank, Wickes Corp.'s Yorktowne division, Safeguard Engine Parts, Karl Schmidt Corp., Country Garden Mfg., Boye Needle Co., Innovator Associates.

The agency lost Addressograph-Multigraph, Merchants National Bank and Pyroil Co.

Billings breakdown: Newspapers 7.5%, magazines 8.3%, radio 4%, tv 39%, outdoor 3%, business press 8%, collateral 24.5%, other 5.7%. The agency has 590 employes in one office; a year ago it had 605 employes in two offices.

Kenyon & Eckhardt

Gross Income	1979	1978
U.S.	$33,481,698	$26,738,000
International	25,750,000	15,000,000
Total	$49,231,698	$41,738,000

Kenyon & Eckhardt, New York, reported gross income of $49,231,698 on 1979 billings of $328,322,926. Its 1978 gross income was $41,738,000 on billings of $278,342,000.

The agency's 1979 U.S. volume of $223,322,926 included $188,317,465 in media, $19,591,424 in materials and services and $15,414,037 in capitalized fees. Its 1978 U.S. volume of $178,342,000 included $149,387,530 in media, $21,137,230 in materials and services and $7,817,240 in capitalized fees. The company reported foreign billings of $105,000,000 in 1979 and $100,000,000 in 1978 but it did not break down those figures. Results include the subsidiary, Bill Winn Productions Inc.

In the biggest U.S. account move in history, Kenyon & Eckhardt was named in 1979 to succeed Young & Rubicam and BBDO on the Chrysler Corp. automotive business which billed about $120,000,000 in 1978. In accepting the business, K&E resigned as agency for the $65,000,000 Lincoln-Mercury account and Ford Motor Co. corporate, billing $10,000,000. Y&R subsequently gained Lincoln-Mercury and Wells, Rich, Greene landed Ford corporate.

GOOD NEWS FOR PEOPLE 7'2" AND UNDER.
VOLKSWAGEN DOES IT AGAIN

Doyle Dane Bernbach Inc., New York, prepared this ad for Volkswagen.

Other U.S. account gains included Bristol-Myers' Excedrin, billing $10,500,000, from Y&R; Travel Network, Quaker State Rust Protection, New England Automated Clearinghouse, Timex Clock division, Prime Computer Inc., A.M. International's Infortex division, and Wells Lamont Corp. Its U.S. losses included Pabst Extra Light to Ogilvy & Mather/San Francisco and Kyoto Steak House. Overseas, it gained 28 new assignments, including Alisarda Airlines in France; Dryborough beer (United Kingdom); Bulgari (Switzerland); Nestle and Chesebrough-Pond's (West Germany); Estee Lauder (Middle East); Braniff Airlines (Hong Kong and Singapore), and Sasetru Foods (Argentina). Its eight overseas losses included Ford trucks (U.K.), Seagram (West Germany), Rolex (Hong Kong), Yardley (Thailand).

Billings breakdown: Newspapers 7%, magazines 12%, radio 11%, tv 65%, transit 5%. The agency has 2,182 employes in 68 offices, including 696 in 14 U.S. offices. A year ago it had 2,600 people in 62 offices, including 511 in eight U.S. offices.

Marschalk Co.

Gross Income	1979	1978
U.S.	$16,637,000	$14,382,000
Total	$16,637,000	$14,382,000

Marschalk Co., New York, a member of the Interpublic Group of Cos., reported gross income of $16,637,000 on 1979 billings of $110,969,000. Its 1978 gross income was $14,382,000 on billings of $95,928,000. (See McCann-Erickson income report for Interpublic's over-all results.)

The agency's 1979 volume is estimated to have included $66,000,000 in media, $21,000,000 in materials and services and $23,969,000 in capitalized fees. Its 1978 volume was estimated to include $54,000,000 in media, $18,000,000 in materials and services and $23,928,000 in capitalized fees.

The agency last year gained Norcliff-Thayer's Nature's Remedy, Gillette Tame creme rinse and new products, Bristol-Myers (new products), Drackett Co.'s Endust, IBM World Trade, Warner-Lambert (new products), Vicks (new health care products), Maybelline (new products), Glenbrook Labs (new products), Upjohn Co.'s C+C Relief, and Economics Labs (Finish, Jet Dry, Glass Magic, Free 'N Soft, new products, billing over $3,000,000.

The agency resigned Bonanza International, billing $1,500,000.

(Continued on Page 34)

THE MOST
WANTED
MAN IN KANSAS CITY!

MARK "MAD DOG" McCONE
a.k.a. PVC First Shift Editor

This nefarious ne'er-do-well is wanted by a long list of clients in several states for cutting, killing, wiping, taking and cheating. His most recent criminal record includes serving back-time in the can (film-chain gang) for taking group shots. He has since been at large after overpowering a guard band, securing his chroma key and escaping through the open gen lock. Anyone coming in contact with this person should consider him laid-back and harmless, but put a CVS Epic in his hands, and watch the frames fall.

If spotted, contact:
JIM GENTRY, MANAGING DIRECTOR
2450 Grand, Suite 400, Kansas City, MO 64108 816/274-8335
A subsidiary of Hallmark Cards, Inc.

PRODUCERS VIDEO CENTER

Agencies with gross income over $15,000,000

(Continued from Page 32)

The agency has 276 employes, compared with 268 a year ago.

Marsteller Inc.

Gross Income	1979	1978
U.S.	$37,767,900	$32,894,200
International	16,575,400	13,009,200
Total	$54,343,300*	$45,903,400*

*Fiscal year ended Sept. 30.

Marsteller Inc., New York, reported gross income of $54,343,300 on 1979 total billings of $362,468,000. The agency, acquired by Young & Rubicam last October, had 1978 gross income of $45,903,400 on total billings of $306,175,700.

The agency's 1979 U.S. volume of $251,913,000 was not broken down but AA estimated it to include $140,500,000 in media, $50,200,000 in materials and services and $61,213,000 in capitalized fees. Its 1978 U.S. volume of $219,404,300 is estimated to have included $130,200,000 in media, $40,100,000 in materials and services and $49,104,300 in capitalized fees. It reported foreign volume of $110,555,000 in 1979 and $86,771,400 in 1978.

Marsteller last year gained Home Insurance Co., Ethyl Corp., J. Ray McDermott & Co., Arthur Andersen Co., Colonial Penn Franklin Insurance Co., Playboy Book Club, Source Securities, Northern Telecom Systems Corp., Wheelabrator-Frye Inc., Peartree Imports, Salant Corp. (Thompson division), Seaman's Furniture Co., National Assn. of Realtors, American Home Shield, Farr Co., ARCO/Polymers Inc., Pittsburgh Brewing Co., PPG Industries' chemical group, Grumman Aerospace Corp., and New York City Business Marketing Group.

Accounts lost or resigned last year included Ashland Oil Inc., Columbia Pictures Industries, Ingersoll-Rand Co., Massey Ferguson, Sycor, Eriz Magnetics, Northwest Industries' Fruit of the Loom division, Chicago Board of Trade.

The agency also did not supply a breakdown of its billings for 1979 or 1978. At the close of its fiscal year last Sept. 30, Marsteller had 1,405 employes, including 954 in the U.S. A year ago it had 1,227 employes, including 824 in the U.S.

McCaffrey & McCall

Gross Income	1979	1978
U.S.	$16,805,000	$12,800,000
Total	$16,805,000	$12,800,000

McCaffrey & McCall, New York, reported gross income of $16,805,000 on 1979 media billings of $115,100,000. Its 1978 gross income was $12,800,000 on media billings of $102,200,000.

McCaffrey gained Air Canada, Mercedes-Benz of North America and St. Joe Minerals Corp. It lost Norman M. Morris Corp. (Omega watches) and the *National Enquirer*, both accounts it had added the year earlier.

Billings breakdown: Newspapers 12%, magazines 30%, radio 3%, tv 42%, outdoor 3%, other 10%. McCaffrey has 290 employes in one office; up from 238 a year ago.

McCann-Erickson

Gross Income	1979	1978
U.S.	$ 69,446,000	$ 59,610,000
International	180,980,000	151,433,000
Total	$250,426,000	$211,043,000

McCann-Erickson Worldwide, a member of the Interpublic Group of Cos., reported gross income of $256,426,000 on 1979 billings of $1,670,341,000. Its 1978 gross was $211,043,000 on billings of $1,407,120,000.

Interpublic, whose other units include SSC&B, Campbell-Ewald and Marschalk Co., had a total gross income of $384,685,000 on 1979 billings of $2,565,959,000. That total includes 49% of the gross income of SSC&B for the last four months of 1979 and 100% of SSC&B's gross for the same period. The SSC&B acquisition last September was the largest in history. Interpublic's 1978 gross was $302,315,000 on billings of $2,016,213,000.

McCann-Erickson's U.S. billings of $463,205,000 in 1979 are estimated to have included $320,000,000 in media, $77,000,000 in materials and services and $66,205,000 in capitalized fees.

In 1978, McCann's U.S. volume of $397,062,000 is estimated to have included $295,000,000 in media, $62,000,000 in materials and services and $40,062,000 in capitalized fees.

McCann reported 1979 foreign billings of $1,207,136,000, compared with $1,010,058,000 in 1978.

The agency last year gained Pabst Brewing Co., billing $20,000,000 from Young & Rubicam; Western Airlines, billing $12,500,000; Jeno's frozen pizza, billing $3,000,000; Straw Hat Restaurants (Los Angeles); Gillette Co.'s Atra razor, billing $8,000,000, from J. Walter Thompson Co.; Micom Data Systems; Levi Strauss' Activewear division, billing $2,000,000; Quebec Ministry of Tourism; Knoxville International Energy Expo; Heublein spirits group (Don Q rum, Lancers wine, Club cocktails, new products); Continental Telephone Marketing Group; American Express Gold Card, billing $8,000,000, from Ogilvy & Mather; Abbott Labs (Selsun Blue shampoo), billing $5,000,000, and Aderan of America Wigs.

The agency lost Miller Brewing, billing $85,000,000, to Backer & Spielvogel; CPC International's Best Foods division; Hitachi; Mirro Corp. Rollins Protective Services, and Combe Inc.

McCann's overseas account gains in 1979 included American Express, Deutsche Bank, Foodcorp Restaurants, Gillette Atra razor, Kentucky Fried Chicken (United Kingdom), Levi Strauss (five countries), Nestle (Chile), Quebec Tourism (Canada, U.K.) and Unilever Foods (Spain, Finland, Colombia).

Its overseas losses: Hot Point (U.K.), Noris Bank (West Germany) and Watson the Wine Merchant (Hong Kong).

McCann-Erickson has 5,863 employes, including 1,241 in the U.S.

(Continued on Page 38)

The Plain Dealer makes
CONTACT
3A
YOUR NO.1 CONTACT WITH NORTHEAST OHIO

You have to make it to spend it and The Plain Dealer is the Number One place to make contact with people who make money in Cleveland-Northeast Ohio. The daily Plain Dealer reaches 294,600 adults in the Cleveland ADI with household incomes of $25,000 or more.* That's contact with 101,000 more readers in that income group than the afternoon daily. And the Sunday Plain Dealer reaches 335,700 of those big breadwinners.
So spend your advertising dollars where the spenders are. Contact your local Newhouse Newspapers representative or call 216-344-4079 for your free Plain Dealer Contact Kit today!

The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities

*1978 Scarborough Report

Agencies with gross income over $15,000,000

(Continued from Page 34)

A year ago it had 5,555 employes, including 1,159 in the U.S.

Nationwide Advertising Service

Gross Income	1979	1978
U.S.	$16,660,781	$10,870,034
International....	1,572,553	901,229
Total	$18,233,334	$11,771,263

Nationwide Advertising Service, Cleveland, an agency specializing in recruitment advertising, reported gross income of $18,233,334 on 1979 billings of $69,807,588. Its 1978 gross income was $11,771,263 on billings of $51,960,316. It reported 1979 net income of $3,919,657 and 1978 net income of $2,472,205.

Domestic volume in 1979 and 1978 was all in media. The agency reported international volume last year of $6,426,676, compared with $3,879,985 in 1978.

The agency last year gained American Airlines and Grace Petroleum in the U.S. It reported no domestic account losses last year.

Billings *breakdown: Newspapers 88%, magazines 11%, radio 1%. The agency has 240 employes in 30 offices, including 195 in 23 U.S. offices. A year ago it had 220 people in 29 offices, including 189 in 24 U.S. offices.

Needham, Harper & Steers

Gross Income	1979	1978
U.S.	$41,000,000	$38,100,000
International....	9,400,000	8,900,000
Total	$50,400,000	$47,000,000

Needham, Harper & Steers, New York, reported gross income of $50,400,000 on 1979 billings of $336,200,000. The agency's 1978 gross income was $47,000,000 on billings of $315,000,000.

The agency's 1979 U.S. volume of $273,600,000 included $195,300,000 in media, $38,100,000 in materials and services and $40,200,000 in capitalized fees. Its 1978 U.S. volume of $254,100,000 included $190,000,000 in media, $40,000,000 in materials and services and $24,100,000 in capitalized fees. Included in its results are billings of two U.S. subsidiaries, Deltacom and Tactical Advertising Group.

Needham, Harper's 1979 overseas volume of $62,600,000 included $60,400,000 in media and $2,200,000 in capitalized fees. Its 1978 overseas volume of $60,900,000 included $59,000,000 in media and $1,900,000 in capitalized fees.

Last October, NH&S acquired a substantial minority in a London agency, Bellamy, Nicholson, Reeves & Robertshaw (billing about $9,000,000) and set up a Far East holding company, Needham Standard Advertising Far East Ltd., Hong Kong, as part of an expansion plan in that area of the world. The London shop is now BNRR/Needham.

Accounts gained in the U.S. last year: Armour-Dial Co., billing $6,000,000, from Foote, Cone & Belding; Charles of the Ritz Group Ltd., billing about $1,000,000, from Kurtz & Tarlow; Gas Appliance Mfrs. Assn., billing $3,000,000, from Wallace-Wemberly-Destiche; U.S. Dept. of Agriculture's food and nutrition service; First International Services Corp.; Drackett Co., and American International Group Inc. The agency's U.S. losses included C.F. Mueller Co., billing $1,500,000; French Government Tourist Office; Lancome Cosmair; Visa U.S.A. Squirtco, Winston Tire Co.

Billings breakdown: Newspapers 5.8%, magazines 18.1%, supplements 0.6%, radio 4%, tv 65.5%, outdoor 0.3%, business press 4.9%, transit 0.1%, other 0.7%. The agency has 1,382 employes in 26 offices, including 844 in six U.S. offices. A year ago it had 1,358 employes in 20 offices, including 916, in five U.S. offices.

Ogilvy & Mather International

Gross income	1979	1978*
U.S.	$106,766,000	$ 89,783,000
International....	99,453,000	78,606,000
Total	$206,219,000	$168,389,000

* Revised. See below for explanation

Ogilvy & Mather International, New York, reported gross income of $206,219,000 on 1979 billings of $1,392,591,000. Its 1978 gross income was $168,389,000 on billings of $1,131,855,000.

The agency's 1979 U.S. volume was $712,129,000. Although not broken down by the agency, volume is estimated to have included $568,129,000 in media and $144,000,000 in materials and services. Its 1978 U.S. volume of $598,853,000 is estimated to have included $480,853,000 in billings and $118,000,000 in materials and services. Ogilvy's foreign volume in 1979 was $680,462,000; in 1978, it was $533,002,000. The 1978 gross income and billings of the agency have been revised to include the figures of its U.S. subsidiaries not reflected in last year's report.

The company's U.S. subsidiaries include Ogilvy & Mather/2, Ogilvy & Mather Direct Response, Sussman & Sugar, Schiller, Ogilvy & Mather, Van Melick/Barrus (Houston) and Scali, McCabe, Sloves.

The agency last year gained Trans World Airlines, billing $30,000,000, after it was resigned by Wells, Rich, Greene; Kimberly-Clark diapers, billing $3,500,000; Smith Barney, Harris & Upham, billing $4,000,000; C. F. Mueller Co., billing $3,500,000; Coopers & Lybrand; Sunshine Biscuits; Del Monte; Pabst Brewing's Pabst Extra Light beer, billing $3,500,000; Tom Sawyer; Aramco Services Co.; National Subscription Television (ON TV); Century Importers; Gibraltar Savings & Loan; Comfort Supply; Creamland Dairies, and Coflexip.

O&M lost Mercedes-Benz of North America, billing $12,000,000, to McCaffrey & McCall; MCA-Universal Studies, billing $2,000,000; Maremont (Gabriel shock absorbers), and Trailways. It was forced to resign KLM Royal Dutch Airlines, billing $4,500,000, in order to take on TWA.

Overseas, the agency reported it gained about 200 new accounts and new assignments from existing clients. It reported losing 70 accounts abroad.

Billings breakdown: Newspapers 5.8%, magazines 14.5%, supplements 1.4%, radio 5.8%, tv 70%, outdoor 0.5%, business press 2%. The agency employs 5,500 people in 75 offices, including 1,565 in 11 U.S. offices. A year ago, it had 4,950 in 67 offices, including 1,796 in 13 U.S. offices.

Ross Roy Inc.

Gross Income	1979	1978
U.S.	$26,850,000	$25,000,000
Total	$26,850,000	$25,000,000

Ross Roy Inc., Detroit, reported gross income of $26,850,000 on billings of $179,000,000. Its 1978 gross income was $25,000,000 on billings of $167,000,000.

The agency's 1979 volume included $79,000,000 in media, $25,000,000 in materials and services and $75,000,000 in capitalized fees. Its 1978 volume included

(Continued on Page 40)

In Philadelphia, The Bulletin last year delivered more daily display advertising than any other newspaper: 23,972,999 lines!

National and retail advertisers overwhelmingly chose The Bulletin in 1979 to get their sales messages across to the daily newspaper readers in the Greater Philadelphia area.

They ran 23,972,999 lines in The Bulletin — a total of 5,920,192 more lines than they ran in the Inquirer.

That's a ratio of 57% for the Bulletin versus only 43% for the Inquirer.

Advertisers know that The Bulletin's daily circulation leadership means sales leadership for their products and services.

The more you reach, the better you sell.

Part-run advertisers know that The Bulletin's localized editions give them an exclusive weapon for reaching their prime prospects.

The more you target, the better you sell.

And, finally, for our nearly 1,500,000 daily readers The Bulletin's 1979 advertising dominance means better selection, better comparisons and more price options.

The more you know, the better you shop.

In the Greater Philadelphia area, The Bulletin delivers for its advertisers. And for its readers.

"Keep on delivering, Bulletin. That's why you're Number One."

The Bulletin
Morning . Evening . Weekend . Sunday

Source: Bulletin Statistical Department 12 months, 1979

Agencies with gross income over $15,000,000

(Continued from Page 38)

$74,000,000 in media, $27,000,000 in materials and services and $66,000,000 in capitalized fees.

Ross Roy last year gained International Paper Co. (merchandising), La-Z-Boy and Comshare Corp.

Billings breakdown: Newspapers 9%, magazines 18%, radio 24%, tv 48%, outdoor 1%. The agency has 467 employes in seven offices, including 454 in six U.S. offices. A year ago it had 511 people in 10 offices, including 497 in eight U.S. offices.

SSC&B Inc.

Gross Income	1979	1978
U.S.	$ 33,341,000	$ 31,055,000*
International	119,825,000	102,013,000*
Total	$153,166,000	$133,068,000*

* Restated. Explanation below.

SSC&B Inc., New York, reported gross income of $153,166,000 on 1979 billings of $1,021,614,000. Its 1978 gross income was $133,068,000 on billings of $887,567,000.

Last September, the largest agency acquisition in history occurred when SSC&B (including its 49% acquisition investment in SSC&B Lintas) became a member of the Interpublic Group of Cos.

Interpublic, whose other units include McCann-Erickson, Campbell-Ewald and Marschalk Co., had a combined gross income of $384,685,000 in 1979 on billings of $2,565,959,000. That total includes 49% of the gross income of SSC&B Lintas for the last four months of 1979 and 100% of SSC&B's gross for the same period. Unilever has the remaining 51% in SSC&B Lintas which Interpublic is expected to acquire sometime before the end of 1981. Interpublic's 1978 gross was $302,315,000 on billings of $2,016,213,000.

The 1979 and 1978 figures of Erwin Wasey Inc., an Interpublic unit which merged with SSC&B last year, are included in SSC&B's totals for both years. Excluding Erwin Wasey, SSC&B's 1978 figures were gross income of $127,900,000 on billings of $840,502,000, including foreign gross of $100,857,000 and foreign billings of $664,602,000.

SSC&B (including Erwin Wasey) had 1979 U.S. volume of $222,381,000. That total is estimated to have included $202,000,000 in media, $18,000,000 in materials and services and $2,381,000 in capitalized fees. The U.S. volume of SSC&B alone in 1978 was $175,900,000, including $160,200,000 in media, $15,000,000 in materials and services and $7,000,000 in capitalized fees. In 1978, Erwin Wasey reported gross income of $4,683,000 on capitalized billings of $31,236,000.

SSC&B's foreign volume, through SSC&B Lintas, was $799,233,000 in 1979 and $680,428,000 in 1978.

SSC&B last year gained Dun & Bradstreet and Mennen Co. It lost no accounts. Overseas, SSC&B Lintas gained Domesos in five countries; I.C.I. in three countries; Johnson & Johnson (Greece), Dr. Hahn (West Germany) and Remy Martin (Spain and Singapore). It did not report any account losses.

SSC&B has 3,188 employes, including 545 in the U.S. A year ago, it had 3,236 people, including 445 in the U.S.

J. Walter Thompson Co.

Gross Income	1979	1978
U.S.	$118,204,000	$107,170,000
International	135,677,000	144,300,000
Total	$253,881,000	$221,470,000

J. Walter Thompson Co., New York, reported gross income of $253,881,000 on 1979 billings of $1,693,000,000. Its 1978 gross income was $221,470,000 on billings of $1,476,000,000.

The agency's 1979 U.S. volume of $788,000,000 included $610,898,000 in media, $75,570,000 in materials and services and $101,532,000 in capitalized fees. Its 1978 U.S. volume of $710,000,000 included $560,386,000 in media, $68,463,000 in materials and services and $81,151,000 in capitalized fees.

JWT's foreign billings in 1979 were $905,000,000, compared with $766,000,000 in 1978.

JWT's account gains last year included S.C. Johnson & Son (Edge, Pledge, Favor, Step Saver), billing $9,000,000; Entenmann's (Warner-Lambert); Rollins Protective Services; Banana Bunch Sponsors; Sunbanks of Florida; Chemical Mfrs. Assn.; IBM (corporate print); and Wometco Home Theatre. It was also reappointed by the U.S. Marine Corps for its $10,000,000 account. Its U.S. account losses last year included Gillette Co., billing $25,000,000; Congoleum Corp., billing $4,000,000, which moved to Grey Advertising, and STP Corp., billing $7,000,000, now at Henderson Advertising.

During 1979, J. Walter Thompson Co. gained 296 new clients worldwide, as well as 330 new assignments from existing clients. After its parting with Gillette in the U.S., the agency was given additional overseas assignments in the shaving field by Warner-Lambert.

The agency last year acquired ED-95, a Dutch agency specializing in pharmaceutical and medical products; Yeoward Taylor & Bonner,London; World Wide Agency, Los Angeles, an agency specializing in recruitment advertising, and formed a new company, MRB International, after merging three of the United KIngdom's leading research agencies. In January of this year, it announced an agreement in principle to acquire Hill & Knowlton, the world's largest pr agency, and also agreed to acquire a majority interest in the Euro-Advertising agencies located in Bologna/Milan, Duesseldorf, London and Paris, whose combined billings were about $100,000,000 in 1979.

Billings breakdown: Newspapers 6.8%, magazines 12.9%, radio 5.4%, tv 54.7%, outdoor 1.6%, business press 2.9%, p.o.p. 1.8%, direct mail 0.6%, other 13.3%. The agency has over 6,200 employes in 67 offices. A year ago it had 5,835 people in 62 offices.

Tracy-Locke

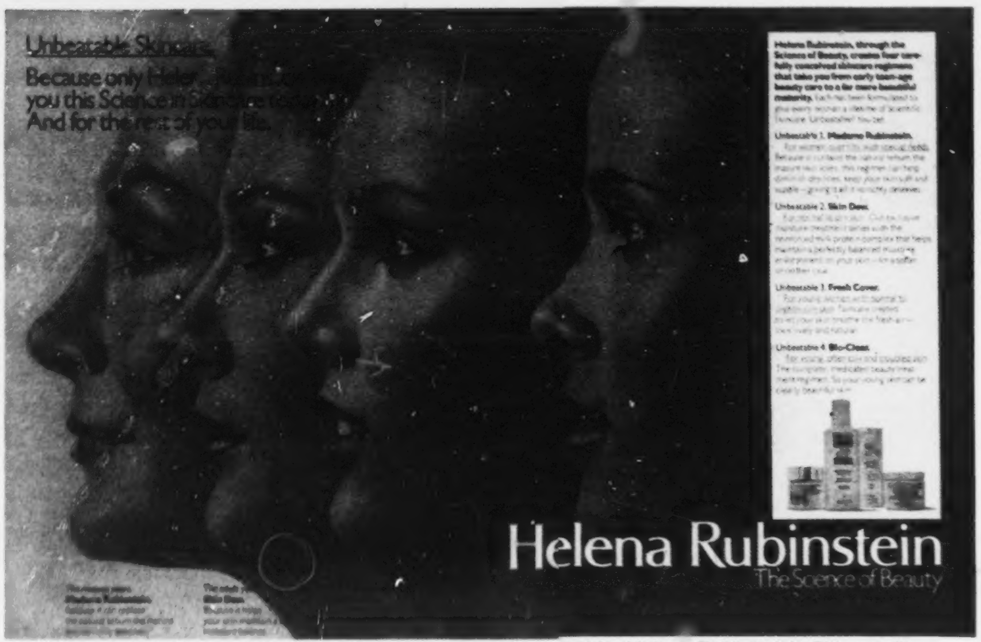
Gross Income	1979	1978
U.S.	$15,520,700	$12,732,000
Total	$15,520,700	$12,732,000

Tracy-Locke, Dallas, reported gross income of $15,520,700 on 1979 billings of $110,367,100. Its 1978 gross income was $12,732,000 on billings of $90,587,000.

The agency's 1979 volume included $69,629,600 in media, $14,854,600 in materials and services and $25,882,900 in capitalized fees. Its 1978 volume included $55,555,700 in media, $11,866,300 in materials and services and $23,165,000 in capitalized fees.

Tracy-Locke last year gained Shasta Beverages (Capri Sun soft drink), AT&T Long Lines, Casa-Blanca Fan Co., American Home Video Corp., American TV & Communications Corp., Public Service Co. of Colorado, Multiple Allied Services Inc. and Denver Regional Transportation District. It lost Borden dairy and services account, billing about $5,000,000, to Della Femina, Travisano & Partners; Bama Food Products; Southern Union Gas Co.; Glaston Boat Co., and Aspen Skiing Corp.

Billings breakdown: Newspapers 9%, magazines 8%, radio 9%, tv 68%, outdoor 1%, business press 3%, p.o.p. 1%, direct mail 1%. The agency has 349 employes in three offices; a year ago it had 308 in three offices.


Unbeatable Skincare.
And for the rest of your life.
Helena Rubinstein
The Science of Beauty

Kenyon & Eckhardt Advertising, New York, prepared this ad for Helena Rubinstein's Skincare line.

Wells, Rich, Greene

Gross Income	1979	1978
U.S.	$55,270,000	$44,052,000
International	1,347,000	1,299,000
Total	$56,617,000	$45,351,000

Wells, Rich, Greene, New York, reported gross income of $56,617,000 on 1979 billings of $377,641,000. Its 1978 gross income was $45,351,000 on billings of $302,488,000.

The agency's 1979 U.S. volume of $368,655,000 included $279,657,000 in media, $29,090,000 in materials and services and $59,908,000 in capitalized fees. The agency's 1978 U.S. volume of $293,824,000 included $214,492,000 in media, $24,675,000 in materials and services and $54,657,000 in capitalized fees. Its 1979 foreign volume of $8,986,000 included $8,009,000 in media, $583,000 in materials and services and $394,000 in capitalized fees. Its 1978 foreign volume of $8,664,000 included $7,509,000 in media, $709,000 in materials and services and $446,000 in capitalized fees.

Included in the agency's figures are the billings and income of Gardner Advertising, St. Louis; WRG/Gordon Luceno & Ranson, Dallas, and WRG/Townsend, Newport Beach, Cal., the latter agency being formed with the merger of WRG and the former Townsend & Associates last year when WRG gained Townsend's $18,000,000 Century 21 account.

In addition to Century 21, WRG gained Braniff Airlines, billing $18,000,000, when it merged with Gordon & Shortt; Ford Motor Co. (corporate); Ralston Purina's Butcher's Blend dog food; Diners Club, Citizen Watch Co., Procter & Gamble's Prell concentrate, billing $3,500,000, from Benton & Bowles; McGraw-Edison; Dallas Market Center Northwestern Trust; Continental Bank; Univance Career Centers; J. C. Penney Co.'s Great American Life Insurance and Handy Dandy Home Improvement Centers. Gardner Advertising gained Dad's root beer, Bubble Up and Dazey.

WRG last year resigned TWA, billing $30,000,000, in order to take Braniff. Other losses: King Cola, Ferrero USA (Tic Tac mints) billing $2,000,000, and *Us* magazine. Overseas, WRG gained Braniff International and Chaumet.

Billings breakdown: Newspapers 11%, magazines 16%, radio 5%, tv 62%, outdoor 6%. WRG and its subsidiaries have 961 employes, including 761 in eight WRG offices and 200 in three Gardner offices. A year ago, the agency and its subsidiaries had 671 employes, including 483 in two WRG offices and 188 in three Gardner offices.

International Total

Billings and income claimed for foreign affiliates should be based on the parent's percentage of ownership. In cases where agencies own less than 100% of an overseas agency but claimed 100% of income billings, AA editors reduced the amounts claimed to match the percentage owned by the agency. This method is considered to be a fairer basis of comparison.

Young & Rubicam

Gross Income	1979	1978
U.S.	$149,742,000	$118,089,000
International	97,853,000*	85,735,000
Total	$247,579,000*	$203,824,000

*AA estimate

Young & Rubicam, New York, is estimated by ADVERTISING AGE to have gross income of $247,579,000 on 1979 billings of $1,921,073,000. AA permitted the agency to claim 100% of Marsteller Inc.'s 1979 billings, but revised the parent agency's income total to reflect the last quarter of Marsteller's income in 1979 since the acquisition by Y&R took effect last Oct. 1.

The figures supplied by Y&R that reflect Marsteller's income for the full year were as follows: 1979 gross income of $288,017,000, including $173,533,000 in the U.S. and $114,484,000 overseas. In 1978, Y&R's gross income was $203,824,000 on billings of $1,359,506,000.

The agency's 1979 U.S. volume (including Marsteller) was $1,157,465,000. That figure was not broken down, but AA estimated that it included $745,000,000 in media, $261,000,000 in materials and services and $151,465,000 in capitalized fees. The agency's 1978 U.S. volume of $787,654,000 was estimated to have included $560,654,000 in media, $127,000,000 in materials and services and $100,000,000 in capitalized fees.

The agency's 1979 foreign volume (Marsteller included) was $763,608,000; its 1978 foreign volume was $571,852,000.

Also included in Y&R figures are the billings and gross income of the following subsidiaries: Wunderman, Ricotta & Kline; Sudler & Hennessey; Hutchins/Y&R; Sive Associates; Creswell, Munsell Schubert & Zirbel; Brewer Advertising; Rives, Smith, Baldwin & Carlberg; W. M. Zemp & Associates; Frye-Sills; Cato Johnson USA, and Stone & Adler.

Y&R last year gained Ford Motor Co.'s parts division and Lincoln-Mercury division, billing $65,000,000, after it had been fired as Chrysler's Chrysler/Plymouth division agency, billing about $55,000,000. The Chrysler account, as well as the company's $80,000,000 Dodge division account then at BBDO, were consolidated at Kenyon & Eckhardt, which resigned Ford and Lincoln-Mercury, in the biggest account shift in history. Other accounts gained by Y&R included Curtis Mathes Co., billing $1,000,000; West Bend Electric Co., billing $5,000,000; Jenn-Air Co., $2,000,000; Miller Brewing Co. (new products); Richardson-Merrell's Complete denture cleaner, billing $5,000,000; American Chicle's Certs breath candies, billing $10,000,000, and Ralph's Grocery Co. (supermarkets).

In addition to losing Chrysler, Y&R lost Pabst Brewing, billing $25,000,000; Sperry Rand (corporate), billing $5,000,000, to Scali, McCabe, Sloves; Arrow shirts, billing $1,600,000; General Electric major appliances, billing $14,000,000, and Uniroyal's Stride Rite division, billing under $1,000,000. It resigned $30,000,000 in Bristol-Myers billings.

Overseas, Y&R's account gains included Buxted Poultry Ltd. and K. Shoemakers Ltd. (England); Maison Phenix (France); Citibank (Italy); KVIKK (Norway); Estee Lauder (Austria); Brooke Bond (Canada); Johnson & Johnson (Argentina); Vergel Brandy Co. (Mexico); General Foods (Brazil); Simpson Pope (Australia).

Billings breakdown: Newspapers 9.3%, magazines 14.8%, supplements 0.6%, radio 4.6%, tv 51.5%, outdoor 1.3%, business press 5.5%, farm press 1%, transit 0.2%, p.o.p. 0.6%, direct mail 3.4%, other (cable, Yellow Pages, sales promotion, collateral) 7.2%. The agency has 6,250 employes in 96 offices, including 3,650 in 31 U.S. offices. A year ago it had 4,615 employes in 65 offices, including 2,550 in 25 U.S. offices.

gencies with gross income $5-$15,000,000

AC&R Advertising

s Income	1979	1978
...	$5,724,274	$5,451,000
rnational	528,726	325,000
otal	$6,253,000	$5,776,000

AC&R Advertising, New York, a
d Bates & Co. subsidiary, re-
rted gross income of $5,724,274
1979 billings of $42,964,102. Its
78 gross income was $5,451,000
billings of $37,924,000. Non-
S. income in 1979 was $528,726;
1978 it was $325,000.
The agency's 1979 domestic vol-
ne included $28,528,207 in media
llings, $7,958,000 in materials
d services and $1,080,054 in capi-
ized fees. Its 1978 domestic vol-
ne included $26,600,000 in media
llings, $7,766,000 in materials
d services and $1,387,000 in capi-
ized fees. AC&R put 1979 for-
gn volume at $5,397,841 of which
438,801 was in media billings
d $959,040 in capitalized fees. Its
78 foreign volume was
171,000 of which $1,771,000 was
media billings and $400,000 in
pitalized fees.
AC&R added Moulinex, Sara-
ga Water, Arrow shirts, Wings
ggage, Associated Lapidaries,
ck Winter. It lost Ship 'n Shore
ouses and a project for Aris
oves.
Billings breakdown: Newspa-
rs 3.5%, magazines 30.2%, radio
%, tv 62.5%, business press 1%.
C&R has 156 employes in two of-
es, one of them overseas. A year
o it had 124 employes.

Abelson-Frankel

ss Income	1979	1978
...	$6,046,772	$4,848,000
otal	$6,046,772	$4,848,000

→ TEAR CAREFULLY ALONG PERFORATIONS →

Abelson-Frankel, Chicago, re-
rted gross income of $6,046,772
1979 billings of $38,458,507. Its
78 gross income was $4,848,000
billings of $30,419,000.
Abelson's 1979 volume included
39,219 in media billings,
269,958 in materials and ser-
ces and $32,849,330 in capitalized
es. Its 1978 volume included
65,000 in media billings,
188,000 in materials and ser-
ces and $24,966,000 in capitalized
es.
Last year the agency gained Mal-
ckrodt Inc., Marion Scientific,
uth Central Bell Telephone,
S. Royal, Greyhound Bus Lines,
ecept, General Electric lamp
vision, Hi-C division of Coca-
la Foods, Montgomery Ward
to Club. It lost Miller Brewing
.
Billings breakdown: Business
pers 3%, direct mail 5%, other
%. Abelson has 120 employes in
e office; a year ago it had 109.

Advertising to Women

Gross Income	1979	1978
U.S.	$6,149,693	$5,232,000
Total	$6,149,693	$5,232,000

Advertising to Women, New York, reported gross income of $6,149,693 on 1979 billings of $41,000,000. Its 1978 gross income was $5,232,000 on billings of $32,000,000.

Advertising to Women gained new products from Charles of the Ritz, and from Gillette Co., Silkience and new products. It resigned Fairmont Foods.

Billings breakdown: Newspapers 4%, magazines 10%, radio 20%, tv 63%, outdoor 1% and business press 2%. The agency has 77 employes in office, 10 more than last year.

Ally & Gargano

Gross Income	1979	1978
U.S.	$5,209,400	$6,608,700
International	—	56,040
Total	$5,209,400	$6,664,740

Ally & Gargano, New York, reported gross income of $5,209,400 on billings of $38,752,400 in 1979. Its 1978 gross income was $6,664,740 on billings of $45,231,000.

The agency's 1979 volume included $32,806,200 in media billings, $3,715,000 in materials and services and $2,231,200 in capitalized fees. Its 1978 domestic volume of $44,857,200 included $40,321,800 in media billings, $4,356,000 in materials and services and $179,400 in capitalized fees. In 1978 Ally had foreign gross income of $56,040 based on capitalized foreign fees of $373,800.

Last year Ally gained Male Sportswear division of Genesco Inc., MCI Communications Corp., Saab Scania of America and BayBanks Inc.

Carl Ally, the agency's chairman, stepped aside to let president Amil Gargano assume control of day-to-day operations.

Billings breakdown: Newspapers 9.7%, magazines 26.7%, radio 3.3%, tv 60.3%. Ally has 91 employes in one office. In 1978, it had 92 employes.

Avrett, Free & Fischer

Gross Income	1979	1978
U.S.	$5,542,271	$3,560,000
Total	$5,542,271	$3,560,000

Avrett, Free & Fischer, New York, reported gross income of $5,542,271 in 1979 on billings of $43,423,000. Its 1978 gross income was $3,560,000 on billings of $28,769,000.

The agency's 1979 volume included $35,200,000 in media billings, $3,214,000 in materials and services and $5,009,000 in capitalized fees. Its 1978 volume included $21,600,000 in media, $2,334,000 in materials and services and $4,835,000 in capitalized fees.

The agency added Schmid Laboratories, *Changing Times*, Sasson jeans, Somerset Wines, Union Carbide Simoniz products and Leisure Dynamics. The agency completed a project assignment for Citibank.

Billings breakdown: Newspapers 4%, magazines 10%, supplements 6%, radio 4%, tv 74%, business press 2%. The agency has 67 employes in one office; a year ago it had 49 employes.

Bloom Advertising

Gross Income	1979	1978
U.S.	$9,001,961	$7,777,709
Total	$9,001,961	$7,777,709

Bloom Advertising, Dallas, reported 1979 gross income of $9,001,961 on capitalized billings of $60,043,079. Its 1978 gross was $7,777,709 on billings of $51,877,319.

The agency last year gained G. D. Searle & Co.'s Searle contact lens centers. It lost Registry Hotel Corp.

Bloom's subsidiaries include Bloom Advertising Too, The Collateral Group, Automated Production, Public Relations Advisors, Impact Promotions and Core Solutions. Billings breakdown: Radio 21%, tv 35%, outdoor 6% and all print 38%. Bloom has 274 employes in one office; a year ago it had 239 employes.

Case & McGrath

Gross Income	1979	1978
U.S.	$6,350,000	$6,060,000
Total	$6,350,000	$6,060,000

Case & McGrath, New York, reported gross income of $6,350,000 on billings of $42,350,000 in 1979. Its 1978 gross income was $6,060,000 on billings of $40,400,000.

The agency's 1979 volume included $36,850,000 in media billings, $3,500,000 in materials and services and $2,000,000 in capitalized fees. Its 1978 volume included $35,400,000 in media billings, $3,000,000 in materials and services and $2,000,000 in capitalized fees.

Last year Case added Airwick Industries' Binaca and Stick-Ups, Norcliff Thayer's Ora-Fix denture adhesive and Richardson-Merrell's Vicks Vs. 3 and new products. It lost Mennen Co.'s Skin Bracer, Speed Stick and Millionaire toiletries.

Billings breakdown: Newspapers 8%, magazines 15%, supplements 1%, radio 14%, tv 59%, business press 3%. Case has 96 employes in one office. A year ago, it had 105.

C. T. Clyne Co.

Gross Income	1979	1978
U.S.	$10,420,000	$9,117,000
Total	$10,420,000	$9,117,000

C.T. Clyne Co., New York, reported gross income of $10,420,000 on 1979 billings of $68,800,000. In 1978 its gross was $9,117,000 on billings of $60,261,000.

The agency's 1979 volume included $59,600,000 in media, $6,800,000 in materials and services and $2,400,000 in capitalized fees. Its 1978 volume included $265,000 in media billings, $5,188,000 in materials and services and $24,966,000 in capitalized fees.

Clyne last year gained Church & Dwight's Arm & Hammer detergent and washing soda and Reagan for President. The agency lost Boyle-Midway's Wizard deodorizer.

Billings breakdown: Newspapers 2%; magazines 6%; supplements 2%; radio 14%; tv 76%. Clyne has 128 employes in one office. A year ago it had 131 employes.

Cole & Weber

Gross Income	1979	1978
U.S.	$8,002,700	$7,412,200
Total	$8,002,700	$7,412,200*

*Revised total

Cole & Weber, Seattle, an Ogilvy & Mather subsidiary, reported gross income of $8,002,700 on 1979 billings of $58,500,000. Its 1978 gross income was reported as $7,412,200. Originally, it reported 1978 income as $7,408,000 on billings of $50,621,500.

The agency's 1979 volume included $36,800,500 in media billings, $6,358,500 in materials and services and $15,341,000 in capitalized fees. Its 1978 volume included $31,553,500 in media billings, $5,580,600 in materials and services and $13,487,400 in capitalized fees.

Last year the agency added Lamb-Weston, Lile International, Nicolai Co., Ste. Michelle Vintners, Wien Air Alaska and World Airways.

It lost Fisher Stoves, Ford Industries, John Fluke Mfg., Gray Line Tours and Pacific Northwest Bell.

Billings breakdown: Newspapers 17.4%, magazines 13.2%, radio 14.5%, tv 30.5%, outdoor 0.7%, business press 23.7%. Cole & Weber has 178 employes in four offices; a year earlier it had 171 employes.

DKG Advertising

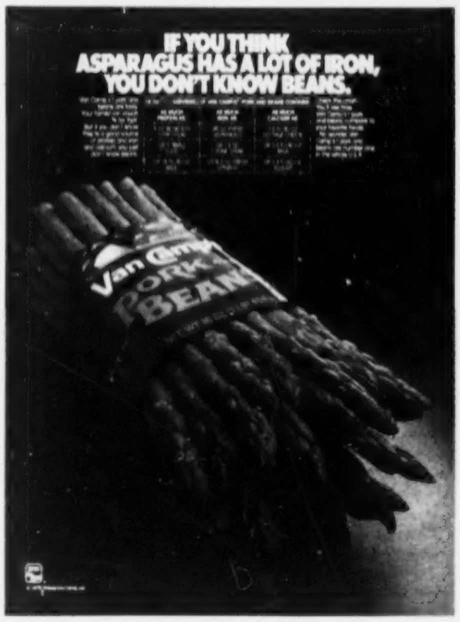
Gross Income	1979	1978
U.S.	$7,800,000	$7,600,000
Total	$7,800,000	$7,600,000

DKG Advertising, New York, reported gross income of $7,800,000 on 1979 billings of $55,000,000. Its 1978 gross income was $7,600,000 on billings of $53,000,000.

DKG's 1979 volume included $40,000,000 in media billings, $5,500,000 in materials and services and $9,500,000 in capitalized fees. Its 1978 volume included $39,000,000 in media billings, $5,500,000 in materials and services and $8,500,000 in fees.

DKG last year gained Clairol appliances, True Temper, King-Seely Thermos Co., Simplicity Pattern Co. It lost Church & Dwight's Arm & Hammer laundry detergent and Ideal Toy Corp.'s doll division.

Billings breakdown: Newspapers 7%, magazines 20%, radio 5%, tv 60%, outdoor 2%, business press 3%, other 3%. DKG has 170 employes in one office; it had 176 employes a year earlier.


IF YOU THINK ASPARAGUS HAS A LOT OF IRON, YOU DON'T KNOW BEANS.
Van Camp's
PORK & BEANS

You don't know beans

Clinton E. Frank, Chicago, challenges the consumer's knowledge of nutrition, with charted data to back up its point, in this ad for Stokely Van Camp.

Dailey & Associates

Gross Income	1979	1978
U.S.	$ 5,750,000*	$4,597,174
International	4,650,000*	4,687,650*
Total	$10,400,000*	$9,284,824*

*Estimated

Dailey & Associates, Los Angeles, had estimated gross income of $10,400,000 on 1979 billings of $77,000,000. Its 1978 gross income was estimated at $9,284,824 on billings of $67,997,657.

The agency's 1979 domestic volume of $45,928,000 included $29,900,000 in media billings, $5,908,000 in materials and services and $10,120,000 in capitalized fees. Its 1978 domestic volume of $36,746,657 included $23,840,646 in media billings, $4,769,792 in materials and services and $8,136,219 in capitalized fees. Dailey's 1979 foreign volume was $31,000,000; its 1978 foreign volume was $31,251,000.

The agency, which includes a subsidiary, North Light Ltd., added Honda power products, motorcycles, parts and accessories and Westours. It lost Avoset Food.

In Australia it added Volvo Australia Pty., Scuderia Veloce Motor, Guinness Australia Pty., Australian *Penthouse*, Hortico Ltd. 4711 Cologne, and lost IBM Australia, Sharpe Australia Pty. and Eurofashion Australia. In Hong Kong, Dailey added Kanti jeans and sportswear, Spalding sporting goods, Welch fruit juice, Nabisco snack, Royal Worcester porcelain, Ricoh photographic equipment, Morley Underwear, K.S. Shipping Line, Bertron & Soncor watches. In Japan it added Shakey's Japan, SKF of Japan and Tokyo Kanto travel agent. In Singapore, Dailey added Camy watches, Delsey luggage, Dewar's scotch, Dralle haircare products, Kenwood hi-fi equipment, Pioneer hi-fi system, Coty cosmetics, Thomas Cowan insecticide and Camus cognac. It lost American Optical, Max Factor, Vidal Sassoon and Diners Club.

Billings breakdown: Newspapers 11%, magazines 24%, radio 13%, tv 29%, outdoor 3%, other 20%. Dailey has 250 employes in 12 offices, 180 of them in two U.S. offices. In 1978, it had 240 employes in 12 offices worldwide, 133 of them in three U.S. offices.

Daniel & Charles Associates

Gross Income	1979	1978
U.S.	$10,800,000	$10,350,000
Total	$10,800,000	$10,350,000

Daniel & Charles Associates, New York, reported gross income of $10,800,000 on 1979 billings of $72,000,000. Its 1978 gross income was $10,350,000 on billings of $69,000,000.

The agency's 1979 volume included $63,000,000 in media billings, $4,000,000 in materials and services and $5,000,000 in capitalized fees. Its 1978 volume included $59,000,000 in media billings, $5,000,000 in materials and services and $5,000,000 in capitalized fees.

Daniel & Charles last year gained Bristol-Myers' Excedrin P.M., Datril 500 and Gorton's canned products. It lost Drackett Co.'s Miracle White products.

Billings breakdown: Newspapers 15%, magazines 19%, supplements 1%, radio 3%, tv 52%, outdoor 6%, business papers 1%, transit 3%. Daniel & Charles has 172 employes in one office; a year earlier it had 169 employes.

BEST AVAILABLE COPY

Agencies with gross of $5-$15,000,000

Diener/Hauser/Bates

Gross Income	1979	1978
U.S.	$8,016,000	$5,063,000
Total	$8,016,000	$5,063,000

Diener/Hauser/Bates, New York, a subsidiary of Ted Bates & Co., reported gross income of $8,016,000 on 1979 billings of $63,818,000. Its 1978 gross was $5,063,000 on billings of $33,030,000.

Diener's 1979 volume included $57,373,000 in media billings, and $6,445,000 in materials and services. In 1978 its volume included $28,457,000 in media billings and $4,573,000 in materials and services.

Diener gained Associated Film Distribution and Regine's and lost New World Pictures and Special Event Entertainment.

Billings breakdown: Newspapers 48%, magazines 3%, radio 7%, tv 40%, outdoor 2%. Diener has 150 employes in four offices; in 1978, it had 122.

W. B. Doner & Co.

Gross Income	1979	1978
U.S.	$12,300,000	$10,800,000
Total	$12,300,000	$10,800,000

W.B. Doner & Co., Southfield, Mich., reported gross income of $12,300,000 on 1979 billings of $82,000,000. Its 1978 gross income was $10,800,000 on billings of $72,000,000.

The agency's 1979 volume included $55,500,000 in media billings, $10,500,000 in materials and services and $16,000,000 in capitalized fees. Its 1978 volume included $50,000,000 in media billings, $9,800,000 in materials and services and $12,200,000 in capitalized fees.

Doner last year gained Foley's Department Stores, Scott Paper Co., Herman's World of Sporting Goods, General Mills' Fundimensions and Lionel Trains, BASF Systems, Dutch Boy Inc., Acrylic Optic Corp., Shifrin Willens Inc., Disston Inc. It lost Cunningham Drug Stores, Venture Stores, Pillsbury American Beauty division.

Billings breakdown: Newspapers 12%, magazines 10%, radio 15%, tv 62%, outdoor 1%. Doner has 311 employes in four offices; a year ago it had 266 employes in three offices.

Doremus & Co.

Gross Income	1979	1978
U.S.	$13,889,000	$11,936,000
Total	$13,889,000	$11,936,000

Doremus & Co., New York, reported gross income of $13,889,000 on 1979 billings of $90,930,000. Its 1978 gross income was $11,936,000 on billings of $77,605,000. Publicly held Doremus reported net income in 1979 of $595,000; in 1978, net income was $507,000.

Figures include those of Doremus subsidiaries, Boylhart, Lovett & Dean, its western division, and the recently acquired Boston offices of Albert Frank-Guenther Law and Wilson, Haight & Welch.

The agency's 1979 volume included $43,200,000 in media billings, $6,741,000 in materials and services and $40,989,000 in capitalized fees. Its 1978 volume included $38,826,000 in media billings, $5,982,000 in materials and services and $32,797,000 in capitalized fees.

Doremus last year gained General Electric Co.'s Aircraft engine group, Nixdorf Computer Corp., First National Bank of Minneapolis, New York State Dept. of Commerce, *Harvard Business Review*, Butcher & Singer, United Telecommunications, Group Health Plan, New York Futures Exchange, Fiat S.p.A., International Thomson Organization Ltd., Times Mirror Magazines, Magnetic Controls Co., Frigid/Coil/Frick, Eastco Penn-Dixie Industries Corp., Mortgage Insurance Cos. of America, *Time* research and marketing assignment, Rockwool Products, Norris Industries home hardware division, American City Bank, Interstate Electronics Corp., Automatic Switch Co. and CFM International. Some are for pr; some were gained through acquisition of agencies.

Doremus lost the Independent Insurance Agents of America. In December, 1978, it closed its Philadelphia office following the loss of the Ortho division, Chevron Chemical Co.

Billings breakdown: Newspapers 48%, magazines 13%, radio 5%, tv 5%, outdoor 4%, business press 23%, transit 2%. Doremus has 370 employes in 10 offices, 356 in its nine U.S. offices. A year ago it had 350 employes in 10 offices.

A. Eicoff & Co.

Gross Income	1979	1978
U.S.	$6,728,460	$6,037,500
International	686,935	545,758
Total	$7,415,395	$6,583,258

A. Eicoff & Co., Chicago, reported gross income of $7,415,395 on 1979 billings of $49,436,021. Its 1978 gross income was $6,583,258 on billings of $44,275,350. Of its income, $686,935 was non-U.S. in '79; $545,758 was non-U.S. in '78.

The agency's 1979 U.S. volume of $44,856,445 included $37,626,115 in media, $5,722,910 in materials and services and $1,507,420 in capitalized fees. Its 1978 volume of $40,250,700 included $34,250,000 in media, $4,600,000 in materials and services and $1,400,700 in capitalized fees.

Eicoff had foreign volume of $4,579,576 in 1979, including billings of $3,941,706, materials and services of $231,000 and $406,870 in capitalized fees. In 1978 foreign volume of $4,024,650 included $3,432,000 in billings, $206,000 in materials and services and $386,650 in capitalized fees.

In 1979 the agency gained Avon, Hearst Magazines, Polygram Direct Markating, the Animal Protection Institute and Sanford Corp. It did not lose any accounts.

Billings breakdown: Newspapers 2.8%; magazines 2.4%; radio 4.7%; tv 87.4%, p.o.p. 0.6%, other 2.1%.

Eicoff has 137 employes in two offices. In 1978 it had 121 employes in three offices.

Eisaman, Johns & Laws

Gross Income	1979	1978
U.S.	$8,336,927	$7,280,600
Total	$8,336,927	$7,280,600

Eisaman, Johns & Laws, Los Angeles, reported gross income of $8,336,927 on billings of $55,572,847 in 1979. Its 1978 gross income was $7,280,600 on billings of $48,538,488.

Eisaman's 1979 volume included $48,056,456 in media billings, $5,592,235 in materials and services and $1,924,156 in capitalized fees. Its 1978 volume included $42,654,587 in media billings, $3,573,333 in materials and services and $2,310,568 in capitalized fees.

Last year the agency gained General Telephone commercial and business Yellow Pages, Los Angeles Federal Savings & Loan, AAA-Chicago Motor Club, Chevrolet Dealer Advertising Assn. for Rhode Island & North Coast, Cal., Cherokee Shoes,

DO
CATS PREFER
10¢ OR 15¢
COUPONS?

SMART MARKETERS FIND OUT WITH
THE MILWAUKEE JOURNAL
THE PERFECT TWO-IN-ONE
TEST MARKET

Marketing strategies don't have nine lives. That's why a leading pet food manufacturer looked to The Milwaukee Journal for the right footing!

The Journal delivered 10¢ and 15¢ versions of the same ad to geographically profiled markets — simultaneously! The client discovered each coupon offer's impact upon the Milwaukee market — a large, balanced test market ideal for tightly controlled experiments within one SMSA.

Marketing strengths and successes were located before the big national roll-out. The client saved money and formed a strategy sure to land on its feet!

Wally Just - The answer man! He'll help you find out more about your product, your customers and our advanced testing capabilities - from computer-assisted Target Marketing to simple A/B split-run advertising.

Target Marketing - The Journal's computerized method of splitting the coverage area into 58 separate market cells. You select your prospects by age, income and occupation - and target marketing will do the rest!

Wally Just, General Advertising Dept., The Milwaukee Journal,
Journal Square, Dept. AA-0033, Milwaukee, WI 53201

Please send the latest facts on computerized Target Marketing

Name__________ Title__________

Company __________

Phone __________

Address__________

City _____ State _____ Zip_____

Member Million Market Newspapers, Inc. New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco, Philadelphia, The Leonard Co., Miami, Mexico City. Member, Metropolitan Sunday Newspapers, Inc. representing SUNDAY and Metro Comics

Agencies with gross of $5-$15,000,000

Saudia-Saudi Arabian Airlines (U.S. advertising). Eisaman lost Pacific Southwest Airlines.

Billings breakdown: Newspapers 11%, magazines 19%, radio 22%, tv 40%, outdoor 7%, business press 1%. Eisaman had 136 employes in four offices. The year before it had 126.

David W. Evans Inc.

Gross Income	1979	1978
U.S.	$7,600,000	$7,000,000
Total	$7,600,000	$7,000,000

David W. Evans Inc. Salt Lake City, reported gross income of $7,600,000 on 1979 billings of $50,666,667. Its 1978 gross was $7,000,000 on billings of $46,666,667.

Evans' 1979 volume included $25,000,000 in media billings, $8,300,000 in materials and services and $17,366,667 in capitalized fees. Its 1978 volume included $22,700,000 in media billings, $7,500,000 in materials and services and $16,466,667 in capitalized fees Included in its totals are its subsidiaries' results for Evans/-Pacific Kitchens, Evans/Panorama Productions, Evans Communications Consultants.

Evans last year gained Wood Brothers Homes, Bendix, Caradco, Viviane Woodard, Tunex, Zidell, Colorado Tourism, First Federal Savings & Loan, Salt Lake City; Market Basket, State Mutual Savings, and California Table Grape Assn. Evans lost Gibralter Savings & Loan; Shakey's in Washington and the Denver Regional Transportation District.

Billings breakdown: Newspapers 16.5%, magazines 27%, radio 25%, tv 26%, outdoor 5%, Yellow Pages 0.5%. Evans has 210 employes in eight offices; a year earlier it had 181 employes.

Fahlgren & Ferriss

Gross Income	1979	1978
U.S.	$5,489,232	$4,515,796
Total	$5,489,232	$4,515,796

Fahlgren & Ferriss, Parkersburg, W. Va., reported gross income of $5,489,232 on 1979 billings of $36,613,200. Its 1978 gross was $4,515,796 on billings of $30,120,036.

Fahlgren's 1979 volume included $21,286,928 in media billings, $3,771,164 in materials and services and $11,555,108 in capitalized fees. Its 1978 volume included $16,987,700 in media billings, $4,216,806 in materials and services and $8,915,530 in capitalized fees.

Last year the agency gained Ashland Oil (corporate), Coil Magic, Andis Co., Cincinnati United Appeal, Browning & Ferriss Inc. It lost West Shell; Powell Valve, Russell's Formal Wear.

Billings breakdown: Newspapers 5%; magazines 7%; radio 9%; tv 54%; outdoor 4%; business press 21%. Fahlgren has 132 employes in five offices; a year ago it had 122 in six offices.

F. William Free & Co.

Gross Income	1979	1978
U.S.	$6,484,000	$6,190,000
Total	$6,484,000	$6,190,000

F. William Free & Co., New York, reported gross income of $6,484,000 on 1979 billings of $53,400,000. Its 1978 gross income was $6,190,000 on billings of $50,300,000.

The agency's 1979 volume included $43,230,000 in media, $5,500,000 in materials and services and $4,670,000 in capitalized fees. In 1978, volume included $41,300,000 in media, $4,500,000 in materials and services and $4,500,000 in capitalized fees.

Free last year gained Alfa Romeo, U.S.A., the International Vintage Wine Co. and McArthur's Smokehouse.

Billings breakdown: Newspapers 50%, magazines 10%, radio 6%, tv 3%, outdoor 15%, business press 10% and transit advertising 6%. Free has 85 employes in one office. The year before it had 83 employes.

Griswold-Eshleman Co.

Gross Income	1979	1978
U.S.	$6,270,206	$6,237,973
International	—	120,180
Total	$6,270,206	$6,358,153

Griswold-Eshleman Co., Cleveland, reported gross income of $6,270,206 on 1979 billings of $41,492,274. Its 1978 gross income was $6,358,153 on total billings of $44,019,897.

The agency's 1979 volume included $31,193,229 in media billings, $6,151,011 in materials and services and $4,148,034 in capitalized fees. In 1978, Griswold's U.S. volume of $43,132,465 included $31,252,253 in media, $5,236,947 in materials and services and $6,643,265 in capitalized fees. Its 1978 foreign volume of $887,432 derived from $528,642 in non-U.S. media, $132,112 in materials and services and $226,678 in capitalized fees. Results include its New York and Pittsburgh subsidiaries.

Accounts added last year were DAP, Republic Steel, Gorham, Therma-Tru, DeVilbiss, American Electric Power, Bryan Equipment, Texaco, Funk & Wagnalls, Hankinson Corp., Buckeye Federal S&L. It lost Delta-Peerless, Tub-Tex, Johnson Controls, Groov-Pin, Masco, Compax, Hurd Millwork, Highland Group, Poggenpohl, International Gold Corp.

Billings breakdown: Newspapers 9.8%, magazines 20%, radio 3%, tv 47.8%, outdoor 0.1%, business papers 19%, farm publications 0.2%, direct mail 0.1%. It has 144 employes in five offices; a year before it had 182.

Dining Out
Smirnoff Style

Tinker Campbell-Ewald, New York, prepared ads for Smirnoff.

Henderson Advertising

Gross Income	1979	1978
U.S.	$6,362,000	$4,822,000
Total	$6,362,000	$4,822,000

Henderson Advertising, Greenville, S.C., reported gross income of $6,362,000 on 1979 billings of $42,415,000. Its 1978 gross was $4,822,000 on billings of $32,272,000.

Last year Henderson's volume included $33,441,000 in media billings, $3,160,000 in materials and services and $5,814,000 in capitalized fees. Its 1978 volume included $28,036,000 in media billings, $1,799,000 in materials and services and $2,437,000 in capitalized fees.

Henderson gained Esmark's STP division (Oil Treatment, Gas Treatment, Motor Oil, engine Degreaser), Texize No Pest Strip, Textron's Homelite division (construction, farm equipment). It lost Pet Inc.'s dairy division; South Carolina parks, recreation and tourism, Union Carbide's Simoniz.

Billings breakdown: Newspapers 4%; magazines 10%; radio 11%; tv 70%; outdoor 1%; business press 4%. Henderson has 128 employes in one office; a year ago it had 101 employes.

Hicks & Greist

Gross Income	1979	1978
U.S.	$6,100,000	$5,400,000
Total	$6,100,000	$5,400,000

Hicks & Greist, New York, reported gross income of $6,100,000 on 1979 billings of $41,500,000. Its 1978 gross income was $5,400,000 on billings of $37,000,000.

The agency's 1979 volume included $38,000,000 in media, $1,500,000 in materials and services and $2,000,000 in capitalized fees. Its 1978 volume included $34,000,000 in media, $1,000,000 in materials and services and $2,000,000 in capitalized fees.

Hicks last year gained Independent Insurance Agents of America, Posner Laboratories, Jordache jeans and licensed products. It lost National Bank of North America and resigned Topps Chewing Gum.

Billings breakdown: Newspapers 10%, magazines 22%, supplements 3%, radio 9%, tv 43%, outdoor 2%, business press 11%. Hicks has 112 employes, down from 116 in 1978, in one office.

Hill, Holliday, Connors, Cosmopulos

Gross Income	1979	1978
U.S.	$5,284,000	$3,975,936
Total	$5,284,000	$3,975,936

Hill, Holliday, Connors, Cosmopulos, Boston, reported gross income of $5,284,000 on 1979 billings of $33,656,000. Its 1978 gross income was $3,975,936 on billings of $23,808,000.

The agency's 1979 volume included $15,330,000 in media billings, $4,502,000 in materials and services and $13,824,000 in capitalized fees. Its 1978 volume included $9,749,000 in media billings, $1,968,000 in materials and services and $12,091,000 in capitalized fees.

Hill, Holliday, last year gained Spalding Sporting Goods, the *Boston Globe*, Garrison Stove Co., Gillette Co.'s Braun appliances, personal care division, Paper-Mate division, trade sales promotion; S.T. DuPont, New England Dealer Group, Ford Motor Co. It lost the Scandia Trading Co., and Blue Cross-Blue Shield of Massachusetts.

Billings breakdown: Newspapers 12%, magazines 14%, supplements 1%, radio 6%, tv 58%, outdoor 2%, business press 4%, transit advertising 1%, p.o.p. 2%. The agency has 110 employes in two offices; a year ago it had 85 employes.

Hoffman-York

Gross Income	1979	1978
U.S.	$5,310,550	$4,538,000
Total	$5,310,550	$4,538,000

Hoffman-York, Milwaukee, reported gross income of $5,310,550 on 1979 billings of $35,400,000. In 1978 it had gross income of $4,538,000 on billings of $30,250,000. It did not break out its billings totals. Accounts gained: Speed Queen Co., F&M Savings Bank. Lost: Dubuque Packing. Employes: 102 in two offices.

Humphrey Browning MacDougall

Gross Income	1979	1978
U.S.	$5,900,000	$5,800,000
Total	$5,900,000	$5,800,000

Humphrey Browning MacDougall, Boston, reported gross income of $5,900,000 on 1979 billings of $41,345,000. Its 1978 gross income was $5,800,000 on billings of $39,500,000.

Humphrey's volume in 1979 included $2,474,570 in capitalized fees. In 1978 the agency reported its capitalized fees were $2,447,890.

Humphrey last year gained Evan-Picone, Keds Corp., and the Republican National Committee. It lost USTV-Boston and resigned Converse Rubber Co.

Billings breakdown: Newspapers 8%, magazines and business press 18%, radio 8%, tv 65%, transit 1%. Humphrey has 131 employes in two offices; a year ago it had 123 employes.

Lee King & Partners

Gross Income	1979	1978
U.S.	$6,940,000	$6,450,000
Total	$6,940,000	$6,450,000

Lee King & Partners, Chicago, reported gross income of $6,940,000 on billings of $46,282,000 in 1979. Its 1978 gross income was $6,450,000 on billings of $43,021,000.

The agency's 1979 volume included $35,422,000 in media billings, $3,443,000 in materials and services and $7,417,000 in capitalized fees. Its 1978 volume included $33,164,000 in media billings, $3,614,000 in materials and services and $6,243,000 in capitalized fees.

Gammoned or Backgammoned?
If you know... you probably know St. Pauli Girl Beer.

St. Pauli Girl: Henderson Advertising.

Last year the agency gained the Chrysler-Plymouth Dealers of Chicago, Frederick & Herrud's Thorn Apple Valley, Detroit, and WLS Radio. It lost Mobil Chemical and Dazey Products.

Billings breakdown: Newspapers 7%, magazines 13%, supplements 2%, radio 8%, tv 66%, outdoor 1%, business press 2%, transit advertising 1%. Lee King has 175 employes in one office; in 1978 it had 170.

Leber Katz Partners

Gross Income	1979	1978
U.S.	$14,834,300	$13,062,000
International	—	$ 627,100
Total	$14,834,300	$13,689,100

Leber Katz Partners, New York, reported gross income of $14,834,300 on 1979 billings of $104,988,300. Its 1978 gross income was $13,689,100 on billings of $97,752,200.

The agency's 1979 volume included $85,974,200 in media billings, $3,290,900 in materials and services and $15,723,200 in capitalized fees. Its 1978 U.S. volume of $93,515,200 included $76,846,200 in media billings, $3,215,600 in materials and services and $13,453,400 in capitalized fees.

Leber had $4,237,000 in foreign volume in 1978 which included $3,100,000 in media billings, $390,000 in materials and services and $747,000 in capitalized fees. It had no foreign volume in 1979.

The agency last year gained the American Stock Exchange, Key Jewelers, Apollinaris Mineral Water, Campbell Soup's Prego spaghetti, Bongrain cheeses, Warner/Lauren fragrances and cosmetics. It lost Binney & Smith.

Billings breakdown: Newspapers 21%; magazines 32%; radio 10%; tv 18%; outdoor 10%, trade/-industrial 9%. Leber Katz has 190 employes in one office; a year earlier it had 177 employes.

Al Paul Lefton

Gross Income	1979	1978
U.S.	$5,970,000	$5,100,000
International	150,000	150,000
Total	$6,120,000	$5,250,000

Al Paul Lefton, New York, reported gross income of $6,120,000 on billings of $40,800,000 in 1979. Its 1978 gross was $5,250,000 on billings of $35,000,000. Non-U.S. income for each year was $150,000.

Lefton's U.S. volume of $39,800,000 was all in media, as was

Agencies with gross income of $5-$15,000,000

its 1978 domestic volume of $34,000,000. The agency billed $1,000,000 in international operations each year.

Accounts gained in 1979 include the Eastern Pa. and Philadelphia Chrysler/Plymouth Dealer Assns.; special projects for Cinzano U.S.A.; economic development, Commonwealth of Pennsylvania; New York City's Off-Track Betting Corp. and Unionmutual Life Insurance Co. Lefton lost RCA recruitment.

Billings breakdown: Newspapers 11%, magazines 14%, radio 17%, tv 40%, business press 15%, transit advertising 1%, other 2%. Lefton has 185 employes in its New York and Philadelphia offices. A year ago it had 175 employes in the two offices.

Lewis & Gilman

Gross Income	1979	1978
U.S.	$7,625,000	$6,375,000
Total	$7,625,000	$6,375,000

Lewis & Gilman, Philadelphia, reported gross income of $7,625,000 on 1979 billings of $50,850,000. Its 1978 gross income was $6,375,000 on billings of $42,500,000.

The agency's volume included $27,750,000 in media billings, $6,767,000 in materials and services and $16,333,000 in capitalized fees. Its 1978 volume included $24,050,000 in media billings, $5,450,000 in materials and services and $13,000,000 in capitalized fees.

Last year Lewis & Gilman added ICI Americas Stuart Pharmaceutical division, Wm. H. Rorer Inc., Gino's Restaurants, Critikon Inc., Thermo-Rite Corp., Marina Associates, Hill Refrigeration, SPS Technologies. It lost Wyeth Laboratories division, American Home Products.

Billings breakdown: Newspapers 17%; magazines 3%; radio 11%; tv 37%; outdoor 2%; business press 18%; farm publications 7%; direct mail 2%; Yellow Pages 3%. Lewis & Gilman has 208 employes; a year ago it had 203 employes.

MCA Advertising

Gross Income	1979	1978
U.S.	$5,150,000	$3,200,000
Total	$5,150,000	$3,200,000

MCA Advertising, New York (formerly MCA/Graham), reported gross income of $5,150,000 in 1979 on billings of $41,200,000. Its 1978 gross income was $3,200,000 on billings of $25,750,000. Net income for 1979 was $1,280,000; in 1978 it was $480,000.

The agency's 1979 volume included $40,000,000 in media billings and $1,200,000 in materials and services. Its 1978 volume included $25,000,000 in media billings and $750,000 in materials and services.

MCA last year gained projects from the Ralston Purina Co. and Stroh Brewing Co.

Billings breakdown: Newspapers 20%, magazines 12%, supplements 3%, tv 50%, outdoor 15%. MCA, a subsidiary of Marketing Corp. of America, Westport, Conn., employs 47 people in two offices.

Manoff Geers Gross

Gross Income	1979	1978
U.S.	$6,091,200	$5,486,900
Total	$6,091,200	$5,486,900

Manoff Geers Gross, New York, formerly Richard K. Manoff Inc., reported gross income of $6,091,200 on 1979 billings of $42,847,000. Its 1978 gross income was $5,486,900 on billings of $38,160,000.

Manoff's volume included $33,877,000 in media billings, $4,201,000 in materials and services and $4,769,000 in capitalized fees. Its 1978 volume included $31,626,000 in media billings, $3,400,000 in materials and services and $3,134,000 in capitalized fees.

The agency last year lost the grocery products jams, jellies of Welch Foods.

Billings breakdown: Newspapers 7%, magazines 19%, radio 4%, tv 67%, outdoor 1%, business press 2%. Manoff has 100 employes in one office; it had 95 a year earlier.

William Douglas McAdams

Gross Income	1979	1978
U.S.	$6,250,000	$6,000,000
Total	$6,250,000	$6,000,000

William Douglas McAdams, New York, a health care agency, reported gross income of $6,250,000 on billings of $42,525,000 in 1979. Its 1978 gross income was $6,000,000 on billings of $41,000,000.

The agency's volume included $26,325,000 in media billings, $12,400,000 in materials and services and $3,800,000 in capitalized fees. Its 1978 volume included $26,000,000 in media billings, $10,000,000 in materials and services and $5,000,000 in capitalized fees.

McAdams last year gained Pfizer Laboratories' Diabinese, Key Pharmaceuticals and Ovral, Phenergan and Tubex from Wyeth Laboratories.

Billings breakdown: Medical journals 62%, direct mail 29%, other 9%. McAdams has 123 employes in one office; a year ago it had 166.

McDonald & Little

Gross Income	1979	1978
U.S.	$6,614,721	$6,532,265
International	—	33,200
Total	$6,614,721	$6,565,465

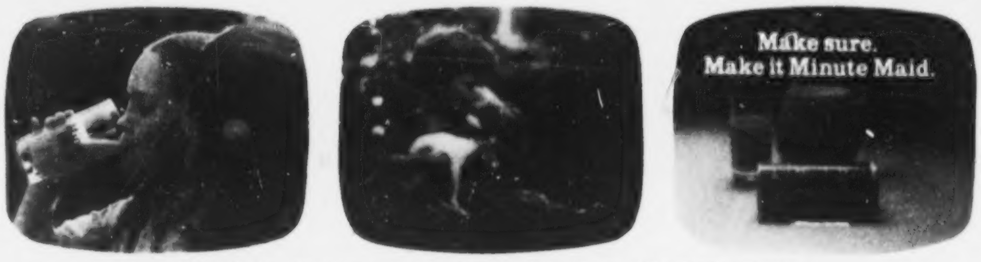
McDonald & Little, Atlanta, reported gross income of $6,614,721 on 1979 billings of $44,120,189. Its 1978 gross income was adjusted to $6,565,465, including $33,200 overseas, on adjusted billings of $43,791,652.

The agency's U.S. volume included $20,199,637 in media billings, $8,510,231 in materials and services and $15,410,321 in capitalized fees. Its 1978 domestic volume of $43,570,252 included $18,482,294 in media billings, $8,032,098 in materials and services and $17,055,860 in capitalized fees.

In 1978 its international volume of $221,400 included $54,650 in materials and services and $166,750 in capitalized fees.

McDonald last year gained Sabena Belgian World Airlines, Simmons Hide-A-Bed and Tishman-Speyer Properties for pr. It lost Greater Houston and Tampa McDonald's Co-ops, WSB-TV, Southern Airways, and resigned Jacksonville and Orlando McDonald's Co-ops, Tampa Bay Rowdies, Clearwater Federal Savings & Loan.

Billings breakdown: Newspapers 13%; magazines 6%; radio 12%; tv 64%; outdoor 5%. McDonald has 147 employes in two offices; a year ago it had 148 employes in six U.S. offices.


Make sure.
Make it Minute Maid.

Marschalk, New York, prepared ads for the Coca-Cola Foods division.

Meldrum & Fewsmith

Gross Income	1979	1978
U.S.	$5,900,000	$4,800,000*
International	500,000	500,000*
Total	$6,400,000	$5,300,000*

*estimated

Meldrum & Fewsmith, Cleveland, is estimated to have had gross income of $6,400,000 in 1979 on estimated billings of $45,000,000. The agency reported that its adjusted 1978 gross income was $5,300,000 and billings $36,500,000, up from an estimated $4,800,000 gross income on an estimated $32,500,000 billings. Foreign gross income was estimated at $500,000 each year.

The agency's U.S. volume in 1978 totalled about $30,000,000 with the balance in overseas business. More than half of this volume was in capitalized fees. The agency officially acquired Butterfield, Casey, Knaus & Partners, Chicago, on Jan. 2, 1979, and included its figures in its 1979 report.

Meldrum & Fewsmith last year gained Dana Corp.'s industrial products group, Michigan National Bank of Detroit, Cole National Corp. optical division, General Electric international lighting dept., Blue Shield-Blue Cross of Northeast Ohio, Metropolitan Health Planning Corp., Field Communications' WFLD-TV, State Street Mall and American Louver. It lost the *Cleveland Plain Dealer* and Arthur Treacher's Northeast Ohio Co-op. Overseas M&F added St. Gobain Isover, S.A., Dana Corp., GE international lighting dept. It lost Data General in Benelux countries.

Billings breakdown: Newspapers 11%; magazines 5%; radio 3%; tv 29%; outdoor 1%; business press 37%; farm publications 9%; other 5%. Meldrum & Fewsmith has 175 employes in four offices, 160 of them in the U.S. Last year it had 176 employes.

Arthur Meyerhoff Associates

Gross Income	1979	1978
U.S.	$6,000,000	$4,960,000
International	—	320,000
Total	$6,000,000	$6,280,000

Arthur Meyerhoff Associates, Chicago, a BBDO subsidiary, reported gross income of $6,000,000 on 1979 billings of $50,740,000. Its 1978 gross income was $5,280,000, including $320,000 in foreign gross income on billings of $44,121,000.

Meyerhoff's 1979 volume, all domestic, included $47,800,000 in media, $2,700,000 in materials and services and $240,000 in capitalized fees. Its 1978 domestic volume of $41,871,000 included $39,654,000 in media billings, $1,850,000 in materials and services and $367,000 in capitalized fees. Its foreign volume of $2,250,000 in 1978 included $2,050,000 in media billings and $200,000 in materials and services.

Last year, Meyerhoff did not gain or lose accounts but in early 1979 it sold its Canadian business.

Billings breakdown: Newspapers 3.3%, magazines 4.7%, radio 7%, tv 82.8%, outdoor 0.7%, business press 1.5%. Meyerhoff has 137 employes in three offices; a year ago it had 142 employes.

Nadler & Larimer

Gross Income	1979	1978
U.S.	$6,900,000	$6,300,000
International	975,000	900,000
Total	$7,875,000	$7,200,000

Nadler & Larimer, New York, reported gross income of $7,875,000 in 1979 on billings of $52,500,000. Its 1978 gross income reached $7,200,000 on billings of $48,000,000.

The agency's 1979 U.S. volume of $46,000,000 included $41,000,000 in media billings and $5,000,000 in materials and services. Its 1978 U.S. volume of $42,000,000 included $38,000,000 in media billings and $4,000,000 in materials and services. Nadler & Larimer reported foreign volume of $6,500,000 including $5,600,000 in billings, and $900,000 in materials and services. Its 1978 foreign volume of $6,000,000 included $5,200,000 in media billings and $800,000 in materials and services.

The agency last year gained the New York State Lottery, Conde Nast's *Self* magazine and Lily of France. It lost Plaza Art Galleries.

Billings breakdown: Newspapers 10%, magazines 15%, supplements 5%, radio 5%, tv 60%, outdoor 5%. Nadler & Larimer employs 150 people in two offices, 120 in the U.S., the same as a year ago.

Norman, Craig & Kummel

Gross Income	1979	1978
U.S.	$11,280,000	$13,560,000
International	36,725,000	34,628,000
Total	$48,005,000	$48,188,000

Norman, Craig & Kummel, New York, reported gross income of $48,005,000 on 1979 billings of $323,071,000. Its 1978 gross income was $48,188,000 on billings of $321,250,000.

The agency's 1979 U.S. volume of $75,200,000 included $56,800,000 in media plus materials and services and $18,400,000 in capitalized fees. Its 1978 U.S. volume of $90,400,000 included $66,200,000 in media plus materials and services and $24,200,000 in capitalized fees. The agency reported foreign billings of $247,871,000 in 1979 and $230,850,000 in 1978, but it did not break down those figures.

Norman, Craig & Kummel domestic gains last year included New York Bank for Savings, billing $1,000,000, from Muir & Co. which retained promotion; Carter-Wallace's proprietary division, Taylor Rental Corp., Spring Mills (consumer products), Revlon's Classic line, Touch and Glow liquid makeup, and "21" Brands Inc. (Jamie '08 scotch, Corby's Reserve, Mount Gay rum, Barclay's and imported wines).

The agency's domestic losses included Saab-Scania, an auto account billing $6,500,000, to Ally & Gargano; Cie fragrance (American Cyanamid), and J.G. Durand.

Overseas, it added 125 accounts and additional assignments from existing clients, including InterRent (Belgium); Colgate-Palmolive's Irish Spring soap (Denmark); C-P's Ajax cleanser (France); Recoaro's Gingerino soft drink (Italy); Hitachi (Netherlands); Norsk Johnson Wax (Norway); Seagram (a new assignment in Spain); Warner-Lambert products (Portugal); Vick Scandinavia (Sweden); Sangal (Switzerland); Dutch Potato Marketing Board (United Kingdom); Gruner + Jahr (West Germany); C-P's Alert shampoo (Mexico), and Shell (Jamaica). Its 35 losses included Seagram (Sweden); F.W. Woolworth (U.K.), and J.G. Durand in six countries.

Last fall, Norman B. Norman sold his interest in the company to Dan Rodgers, former chairman of American Home Products' in-house agency, John F. Murray Advertising, who bought into the agency in May, 1979. Mr. Rodgers, NCK president, subsequently assumed the additional title of chairman-ceo of NCK Organization, the parent company, succeeding Mr. Norman, who continues doing outside consulting work and remains honorary chairman of NCK Organization.

Billings breakdown: Newspapers 6%, magazines 26%, supplements 1%, radio 1%, tv 60%, outdoor 4%, business press 1%, transit 1%.

The agency has 1,014 employes in 22 offices, incuding 176 in one U.S. office. Last year it had 1,075 people in 24 offices, including 243 in one U.S. office.

Rosenfeld, Sirowitz & Lawson

Gross Income	1979	1978
U.S.	$8,132,700	$6,910,000
Total	$8,132,700	$6,910,000

Rosenfeld, Sirowitz & Lawson, New York, reported gross income of $8,132,700 on 1979 billings of $62,300,000. Its 1978 gross income was $6,910,000 on billings of $52,200,000.

The agency's 1979 volume included $48,360,000 in media billings, $3,785,000 in materials and services and $10,155,000 in capitalized fees. Its 1978 volume included $42,468,600 in media billings, $4,829,000 in materials and services and $4,902,400 in capitalized fees.

Rosenfeld last year gained American Home Products' Infarub, Freezone, Semicid, Delta Faucet Co., Sharp Electronics Corp., Simon & Schuster, Chinet from Keyes Febre Co. It lost Knickerbocker Toy Co.

Billings breakdown: Newspapers 13%, magazines 9%, radio 8%, tv 66%, business press 4%. It has 151 employes in one office; a year earlier it had 135 employes.

Rumrill-Hoyt

Gross Income	1979	1978
U.S.	$7,775,000	$6,880,000
International	28,000	15,000
Total	$7,803,000	$6,895,000

Rumrill-Hoyt, New York, a subsidiary of Compton Advertising, reported gross income of $7,803,000 on 1979 billings of $51,306,000. In 1978, its gross income was $6,895,000 on billings of $46,076,000.

The agency's 1979 volume included $33,074,000 in media, $4,892,000 in materials and ser-

Agencies with gross of $5-$15,000,000

vices, $13,206,000 in capitalized fees and $134,000 in non-U.S. income.

In 1978, volume included $30,000,000 in media, $3,900,000 in materials and services, $12,100,000 in capitalized fees and $76,000 in non-U.S. income.

Last year, Rumrill-Hoyt gained Crossmen Arms, Heany Industry, Tech Tran, New York State Food Stamps, Magnavox Cable TV and Comark. The agency lost Dade and Aer Lingus.

Billings breakdown: Newspapers 5.3%, magazines 27.2%, supplements 0.5%, radio 8.9%, tv 26.6%, outdoor 1.3%, business press 22.5%, farm publications 3.4%, direct mail 1%, Yellow Pages 3.3%.

The agency had 179 employes in two offices in 1979, the same number as the year before.

Scali, McCabe, Sloves

Gross Income	1979	1978
U.S.	$14,850,000	$11,430,000
International	3,190,000	630,000
Total	$18,040,000	$12,060,000

Scali, McCabe, Sloves, New York, a subsidiary of Ogilvy & Mather, reported gross income of $18,040,000 on 1979 billings of $114,391,000. Its 1978 gross income was $12,060,000 on billings of $80,380,000.

Scali's 1979 U.S. volume was $99,049,000 and its foreign volume was $15,342,000, the latter all in media billings. Its 1978 domestic volume was $76,180,000 and included $55,720,000 in media billings, $10,360,000 in materials and services and $10,100,000 in capitalized fees. Its foreign volume in 1978 was $4,200,000.

Last year Scali gained Hertz Corp., Sperry Rand, Famolare, Zoysia Farm Nurseries, Calvin Klein and Bulova Watches. It lost Conair, Funk & Wagnalls, Marriott Corp., Simplicity Patterns, Van Heusen and Walden Books.

Billings breakdown: Newspapers 10%, magazines 31%, radio 5%, tv 35%, outdoor 4%, business press 2% and other 13%. Scali had 345 employes in four offices in 1979, including 264 in one U.S. office. A year ago it had 215 employes.

Sieber & McIntyre

Gross Income	1979	1978
U.S.	$4,774,228	$4,191,094
International	228,794	395,700
Total	$5,003,022	$4,586,794

Sieber & McIntyre, Chicago, had gross income of $5,003,022, including $228,794 in foreign income, on 1979 billings of $41,796,531. Its 1978 gross income was $4,586,794, including $395,720 in foreign income, on billings of $40,086,224.

Its 1979 U.S. volume of $41,051,131 included $6,910,628 in media, $4,730,372 in materials and services and $29,410,131 in capitalized fees. Its 1978 U.S. billings of $39,416,056 included $6,566,864 in media, $5,200,975 in materials and services and $27,648,217 in capitalized fees. Its 1979 foreign billings of $745,400 included $465,287 in materials and services and $280,113 in capitalized fees. Its 1978 foreign billings of $670,782 included $30,000 in media, $400,662 in materials and services and $240,140 in capitalized fees.

Accounts gained: Searle Labs, Wyeth Labs, Wyeth International, Dorsey Labs, Bristol Labs, Survival Technology. Lost: Medical-Surgical division, Parke, Davis & Co. Billings breakdown: Professional journals 63.4%, direct mail 10.8%, other 25.8%. Sieber & McIntyre has 162 employes in four offices including 98 in two in the U.S.

Sudler & Hennessey

Gross Income	1979	1978
U.S.	$ 8,450,000	$ 7,500,000
International	2,500,000	1,250,000
Total	$10,950,000	$ 8,750,000

Sudler & Hennessey, a subsidiary of Young and Rubicam, reported gross income of $10,950,000 on 1979 billings of $56,000,000. Its 1978 gross was $8,750,000 on billings of $50,252,000. The 1979 total includes $2,500,000 in non-U.S. income; for 1978, non-U.S. income was $1,250,000.

The agency did not break down its volume in terms of U.S. and foreign billings.

S&H, which specializes in pharmaceutical advertising, gained Critikon (Johnson & Johnson unit), Gambro Inc., Mead-Johnson & Co., Novo Labs, Roche Labs and American Optical's vision care and safety products division. It did not report any account losses.

Overseas, it gained over a dozen accounts, including ICI, Norgine Pty, Sigma Pharmaceuticals, Syntex and Wellcome Australasia (all Australia); Boehringer and Hoechst (West Germany); Fujisawa Pharmaceuticals, International Reagents Corp. and Rhodia Yakuhin (all Japan); Smith Kline & French and Merck Sharp & Dohme (all U.K.), and MS&D, Rhone-Poulenc and Squibb (France).

Billings breakdown: Professional and trade journals 44%, direct mail 31%, other 25%. The agency has 208 employes in eight offices, including 163 in two U.S. offices.

Tatham-Laird & Kudner

Gross Income	1979	1978
U.S.	$13,278,000	$13,250,000
Total	$13,278,000	$13,250,000

Tatham-Laird & Kudner, Chicago, reported gross income of $13,278,000 on billings of $89,190,000 in 1979. Its 1978 gross income was $13,250,000 on billings of $89,000,000.

The agency's 1979 volume included $58,050,000 in media billings, $8,100,000 in materials and services and $23,040,000 in capitalized fees. In 1978 the volume included $59,660,000 in media billings, $7,800,000 in materials and services and $21,540,000 in capitalized fees.

In 1979, the Chicago office gained Thomson Vacations, International Travel Service, Consolidated Foods, Chef Pierre (retail frozen baked goods), new products from Superior Tea & Coffee Co., Special Dinners cat food, new products from Ralston Purina Co., Winchester from R.J. Reynolds Tobacco Co., new products from Libby, McNeil & Libby.

Its New York office added Citibank, Science Research Associates' home reading and language arts program, ITT Publishing, consumer publishing division, Montgomery Ward Enterprises and Travel Club; Singer Co/SVE. The agency lost coffee brands from Coca-Cola.

Billings breakdown: Radio 4%, tv 41%, print 33%, outdoor 1%, and other 21%. The agency has 340 employes in two offices; last year it had 290 employes.

Waring & LaRosa

Gross Income	1979	1978
U.S.	$7,275,000	$6,160,000
International	300,000	240,000
Total	$7,575,000	$6,400,000

Waring & LaRosa, New York, reported gross income of $7,575,000 on 1979 billings of $50,500,000. Its 1978 gross income was $6,400,000 on billings of $42,500,000. In 1979 the agency's foreign income was $300,000; in 1978, $240,000.

The agency's 1979 U.S. volume of $48,500,000 included $36,700,000 in media, $5,800,000 in materials and services and $6,000,000 in capitalized fees. Its 1978 domestic volume of $40,900,000 included $31,000,000 in media billings, $4,900,000 in materials and services and $5,000,000 in capitalized fees. Its 1979 foreign volume was $2,000,000; in 1978 Waring & LaRosa's foreign volume was $1,600,000.

Last year the agency gained Sony Industries audio tape, videotape and business products divisions, Fisher-Price Toys' phonograph, dolls and Woodsey Playsets, new products from Ragu Foods, new products from Adolph's Ltd. and Vaseline Intensive Care baby products from Chesebrough-Pond's. The agency lost Simmons Hide-A-Bed.

Billings breakdown: Newspapers 5%, magazines 25%, radio 8%, tv 60%, outdoor 2%. Waring & LaRosa has 120 employes; a year ago it had 105 employes.

Warwick, Welsh & Miller

Gross Income	1979	1978
U.S.	$12,750,000	$11,250,000
International	900,000	900,000
Total	$13,650,000	$12,150,000

Warwick, Welsh & Miller, New York, reported gross income of $13,650,000 on 1979 billings of $91,000,000. Its 1978 gross income was $12,150,000 on billings of $81,000,000. Its international gross income each year was $900,000.

The agency's 1979 volume included $60,000,000 in media, $3,400,000 in materials and services and $21,600,000 in capitalized fees.

Its 1978 volume included $49,200,000 in media, $3,000,000 in materials and services and $22,800,000 in capitalized fees. Each year its capitalized foreign volume was $6,000,000.

Last year Warwick added King Cola and Slim King Cola from the King Cola World Corp; financial advertising from The Securities Group; Caress Sheets from Burlington Industries; CPC International's Presto cake mix, and Boodles British Gin, Nikolai vodka, Olmeca tequila, Sabram Vandermint, Tuaca and Cheri-Suisse liquers from Joseph E. Seagram & Sons. The agency lost Air Canada.

Billings breakdown: Newspapers 6%; magazines 42%; radio 5%; tv 38%; outdoor 3%; business press 2%; and other 4%. Warwick has 310 employes in five offices, two with 240 employes in the U.S., the same as a year ago.

Is this what happens when you enlist for Hawaii?

Enlisting Support

N W Ayer, New York, prepared this ad for the U.S. Army Recruiting Command.

Wunderman, Ricotta & Kline

Gross Income	1979	1978
U.S.	$13,685,000	$10,810,000
International	8,981,000	6,542,000
Total	$22,666,000	$17,352,000

Wunderman, Ricotta & Kline, direct marketing subsidiary of Young & Rubicam, reported gross income of $22,666,000 on 1979 billings of $151,154,000. Its 1978 gross was $17,352,000 on billings of $115,738,000.

Wunderman, the world's largest direct response agency, had U.S. volume of $91,283,000 in 1979 and $69,915,000 in 1978. It did not break down those figures. Its foreign volume was $59,871,000 in 1979 and $45,823,000 in 1978.

Wunderman last year gained Conair Corp. (Royal Persian henna hair products), General Cigar (Silver Creek and premium cigars), Gruner + Jahr (*Geo* advertising) and Merrill Lynch (financial services). It lost Diners Club, International Correspondence Schools and Dean Witter Reynolds (financial services).

Its two dozen foreign gains included such accounts as Herrschners (Canada), Philips (France), Meister Publishing House (West Germany), and Stanhome de Espana (Spain). Its half dozen losses included Mail Store Ltd. (Canada), Maison de Valerie (France) and Ringier (West Germany).

Billings breakdown: Newspapers 19.6%, magazines 32%, supplements 5.2%, radio 3.1%, tv 33.3%, outdoor 1.3%, business press 0.6%, direct mail 4% and other 0.9%. The agency has 412 employes in 13 offices, including 247 in two U.S. offices. A year ago it had 361 employes, including 209 in the U.S.

Wyse Advertising

Gross Income	1979	1978
U.S.	$5,493,181	$4,955,675
Total	$5,493,181	$4,955,675

Wyse Advertising, Cleveland and New York, reported gross income of $5,493,181 on 1979 billings of $36,150,794. Its adjusted 1978 gross income was $4,955,675 on billings of $31,173,038.

The agency's volume included $26,727,467 in media billings, $2,242,892 in materials and services and $7,180,435 in capitalized fees. Its 1978 volume included $13,199,415 in media billings, $6,858,068 in materials and services and $11,115,555 in capitalized fees.

Last year Wyse added Fisher Foods, parent of Fazio Supermarkets.

Billings breakdown: Newspapers 16%; magazines 20%; supplements 1%; radio 11%; tv 37%; outdoor 1%; business press 3%; direct mail 1%; Yellow Pages 10%. Wyse has 120 employes in two offices, the same as a year earlier.

Agencies grossing under $1-$5,000,000

A&M Associates, Phoenix, reported net income of $400,000 and gross income of $1,126,000 (including $26,000 in non-U.S. income) in 1979 on billings of $7,717,500. Figures for 1978 were not reported. U.S. volume in 1979 included $6,600,000 in media, $600,000 in materials and services and $333,500 in capitalized fees. Its 1979 non-U.S. volume included $158,000 in media, $10,000 in materials and services and $16,000 in capitalized fees.

Accounts lost: KOY Radio, Kerley Chemical Co., O.S. Stapley Co., Building Products Co. Billings breakdown: Newspapers 10%, magazines 2%, radio 8%, outdoor 10%, business papers 1%, p.o.p. 15%, direct mail 2%, other 52%. Employes: 24.

Abert, Newhoff & Burr, Los Angeles, had gross income of $1,597,998 on 1979 total volume of $14,169,417. In 1978 it had gross income of $1,231,310 on total volume of $10,007,457. Its 1979 results included $7,337,351 in media billings, $1,298,382 in materials and services and $5,533,684 in capitalized fees. In 1978 it had $5,116,404 in media, $1,319,048 in materials and services and $3,572,005 in capitalized fees.

Accounts added: Barton Instruments, Cannon Electric, Gilfillan, Jabsco, J.C. Carter divisions of ITT; KFWB Radio, MCA Recreation Services, Universal Studios Tour, Universal Amphitheatre, Yosemite Park & Curry Co., Landmark Services. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, tv 20%, outdoor 2%, business papers 10%, direct mail 8%, other (collateral) 10%. Employes: 50 in two offices.

Ackerman & McQueen, Oklahoma City, reported gross income of $1,501,577 in 1979 on billings of $10,010,514. In 1978, gross income was $1,355,805 on billings of $9,038,700. Volume in 1979 included $3,995,120 in media, $784,467 in materials and services and $5,230,927 in capitalized fees. In 1978, volume included $3,507,347 in media, $763,013 in materials and services and $4,768,340 in capitalized fees.

Accounts gained: Vickers Petroleum Co., C. R. Anthony's, Vanzandt's, United Air Leasing, First National Bank of Yukon, Oilfield Services Co., Klipsch & Associates. Lost: Public Service Co. of Oklahoma, TWA Air Cargo.

Billings breakdown: Newspapers 6%, magazines 22%, radio 31%, tv 12%, outdoor 3%, business press 22%,

Agencies with gross income of $1-$5,000,000

farm publications 4%. Employes: 48 in three offices.

Aitkin-Kynett Co., Philadelphia, had gross income of $4,274,000 in 1979 on billings of $28,493,820. In 1978, gross income was $3,788,700 on billings of $25,258,200. Volume in 1979 included $18,270,000 in media, $3,914,000 in materials and services and $6,309,820 in capitalized fees. Its 1978 volume included $15,830,000 in media, $3,692,000 in materials and services and $5,736,200 in capitalized fees. Accounts gained: Allegheny/Ransome Commuter Airlines, Fidelity Bank, Gentex Corp., Hatfield Packing Co., Borg-Warner Corp.'s York division. Lost: Hill Refrigeration, Penn Mutual. Billings breakdown: Newspapers 7%, magazines 30%, radio 16%, tv 20%, outdoor 1%, business papers 21%, p.o.p. 2%, direct mail 1%, Yellow Pages 2%. Employes: 103.

Allen & Dorward, San Francisco, had gross income of $2,936,847 on 1979 billings of $27,587,345. In 1978 it had gross income of $2,565,826 on $23,809,168 in billings. The agency's 1979 volume included $13,078,647 in media, $2,614,827 in materials and services and $11,893,871 in capitalized fees. In 1978 its volume included $11,463,927 in media, $2,244,433 in materials and services and $10,100,808 in capitalized fees. Results include its office in Houston.

Accounts gained: Breuner's, Payless Drugs, KYUU-FM, JFC International, Community Health Computing, Seventy-Four Ranch Beef stores. Lost: Simplot potatoes, Bertolli wines, Farmer's Market, Chef Francisco. Billings breakdown: Newspapers 7%, magazines 10%, radio 35%, tv 28%, business papers 2%; farm publications 12%, transit 1%, p.o.p. 1%, direct mail 1%, other 3%. Employes: 82 in two offices.

Altman, Stoller, Weiss, New York, reported gross income of $3,375,000 on 1979 billings of $23,000,000. Gross income in 1978 was $2,650,000 on 1979 billings of $18,000,000. Its 1979 billings consisted entirely of media, as did the 1978 billings. Accounts gained: Phillips-Van Heusen Corp., *Inside Sports*, Wellington Importers, Byck's Discovery 1, and Park, Benziger & Co. Billings breakdown: Newspapers 5%, magazines 30%, radio 10%, tv 50%, business papers 5%. Employes: 58.

Altschiller, Reitzfeld & Jackson, New York, had gross income of $1,948,097 on billings of $14,985,365 in 1979. In 1978 it had gross income of $768,540 on billings of $5,519,893. Its 1979 volume included $9,711,436 in media, $830,441 in materials and services and $4,443,488 in capitalized fees. In 1978, volume included $1,194,146 in media, $685,052 in materials and services and $3,640,695 in capitalized fees.

Accounts added: Ferrero USA, Poland Spring Water, WYNY-FM, *Esquire*, New York-New Jersey-Connecticut Toyota Dealers Assn., U.S. Pioneer Electronics, Waldenbooks, Johnson & Johnson (special projects).

Account resigned: Russ Togs. Billings breakdown: Newspapers 30%, magazines 20%, radio 15%, tv 30%, business papers 5%. Employes: 26.

American Media Advertising, Rutherford, N.J., reported gross income of $1,046,875 and net income of $293,460 on 1979 billings of $6,534,033. Its 1978 gross income was $554,250 and net income was $110,850 on billings of $3,641,600. Volume in 1979 included $644,550 in media, $510,595 in materials and services and $5,378,888 in capitalized fees. Its 1978 volume included $275,000 in media, $165,000 in materials and services and $3,201,600 in capitalized fees. The figures do not include billings of American Media Publishing, a subsidiary.

Accounts gained: Interstab Chemicals Corp., Fuel Research Corp., New Jersey Motion Picture & Tv Commission, S-K Realty Corp., Ingersoll Rand Co.'s compressed air division, Medical Technology Corp., Quasar Industries Corp., Assn. for Research & Enlightenment, Municipal Beef Co., AGA Corp., John C. Dolph Co., Meadox Medicals. Resigned: Swepco Tube Corp., General Rubber Corp.

Account lost: Pharmacia Diagnostics. Billings breakdown: Newspapers 15%, magazines 45%, supplements 1%, radio 7%, outdoor 2%, business papers 5%, p.o.p. 7%, direct mail 18%. Employes: 12 in two offices.

Ammirati & Puris (formerly Ammirati Puris AvRutick), New York, reported gross income of $2,725,000 on 1979 billings of $21,000,000. Its 1978 gross income was $2,175,000 on billings of $14,500,000. The agency's 1979 volume included $17,700,000 in media and $3,300,000 in materials and services. Its 1978 volume included $12,540,000 in media and $1,960,000 in materials and services.

Accounts gained: BMW Dealer Groups, BMW "Ultimates" accessories; East New York Savings Bank; Formula Glass Wax; Sony Audio, Digital Audio, Professional Audio Products. Accounts resigned: East New York Savings Bank, Somerset Wine Co., Warner-Lauren Ltd. Billings breakdown: Newspapers 10%, magazines 43%, radio 4%, tv 43%. Employes: 50 in two offices.

Arnold & Co., Boston, reported gross income of $3,000,000 on billings of $25,800,000 in 1979. In 1978 the agency reported $2,600,000 on billings of $19,900,000. Its 1979 volume included $20,200,000 in media, $3,500,000 in materials and services and $2,100,000 in capitalized fees. In 1978 the agency's volume included $14,200,000 in media, $3,100,000 in materials and services and $2,600,000 in capitalized fees.

Accounts gained: John Hancock Mutual Life Insurance Co., Industrial National Bank, WRKO Radio, Vachon, Near East Food Products, Nashua Corp., Computer Corp. of America. Resigned: WCGY-FM and Postal Instant Press. Billings breakdown: Newspapers 9%, magazines 2%, radio 22%, television 44%, outdoor 1%, business papers 8%, other 14%. Employes: 96 in two offices.

Associated Advertising Agency, Wichita, reported gross income of $1,523,824 on 1979 billings of $10,788,299. Its 1978 gross was $1,285,729 on billings of $8,542,752. Billings in 1979 included $4,636,097 in media, $5,374,866 in materials and services and $777,336 in capitalized fees. In 1978, billings included $3,040,678 in media, $4,965,927 in materials and services and $536,147 in capitalized fees.

Accounts gained: Gomaco, R O Corp., Safelite Industries. Lost: Fourth National Bank. Billings breakdown: Newspapers 4%, magazines 15%, radio 9%, tv 28%, outdoor 1%, business press 23%, farm press 17%, Yellow Pages 3%. Employes: 47.

BBDM Inc., Chicago, reported 1979 gross income of $1,690,789 on billings of $11,337,135. Its 1978 gross income was $1,172,389 on billings of $7,819,835. The 1979 billings included $4,998,141 in media, $2,344,945 in materials and services and $3,994,049 in capitalized fees. The 1978 billings included $3,678,193 in media, $649,897 in materials and services and $3,491,745 in capitalized fees.

Accounts gained: AM International Addressograph and Multigraphics divisions, Daubert Chemical Co., Oil-Dri Corp., Availco Corp. Accounts lost: Colby's Home Furnishings, Management Group Hotels. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, tv 25%, business papers 15%, farm publications 5%, collateral 15%. Employes: 36.

Bader Rutter & Associates, Milwaukee, reported gross income of $2,215,993 on 1979 billings of $15,174,558. Its 1978 gross was $2,015,000 on billings of $13,399,915. The agency's 1979 volume included $8,396,185 in media, $3,679,438 in materials and services and $3,098,935 in capitalized fees. Its 1978 volume included $7,450,000 in media, $4,819,350 in materials and services and $1,130,565 in capitalized fees.

Accounts gained: AG Public Relations, Church & Dwight Co., McGraw Edison area lighting division, Southport Stoves. Lost: Badger Northland. Billings breakdown: Newspapers 3%, magazines 21%, radio 12%, tv 13%, outdoor 1%, business papers 2%, farm publications 43%, p.o.p. 1%, direct mail 4%. Employes: 46.

Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich., reported gross income of $1,018,691 in 1979 on billings of $7,609,128. Its 1978 gross was $737,881 on billings of $5,624,334. Volume in 1979 included $3,029,327 in media, $1,145,731 in materials and services and $3,434,070 in capitalized fees. Its 1978 volume included $2,279,435 in media, $1,030,154 in materials and services and $2,314,745 in capitalized fees.

Accounts gained: Birmingham-Bloomfield Chamber of Commerce, De-Sta-Co, Guardian Industries, Huron Copysette, Port Huron Paper, Property Professionals. Lost: Comshare Inc., Pontiac Giants. Billings breakdown: Newspapers 18.4%, magazines 44%, radio 14.5%, tv 21.5%, outdoor 1.6%. Employes: 31.

Barkley & Evergreen, Overland Park, Kan., formerly Fromm Inc., reported gross income of $4,491,200 on 1979 billings of $34,864,900. In 1978, its gross income was $3,976,000 on billings of $26,815,400. Billings in 1979 included $15,198,700 in media, $3,637,300 in materials and services and $16,028,900 in capitalized fees. Billings in 1978 included $13,970,800 in media, $2,856,300 in materials and services and $9,988,300 in capitalized fees. Billings and income figures include results from branch offices in Kansas City, Detroit, Chicago, Dallas and MCS Group Inc., a B&E subsidiary.

Accounts gained: American Sunroof Corp., Domestic Violence Prevention & Treatment Board, Gabriel Shock Absorbers, KCMO-TV. Lost: Windsor Raceway Holdings, Shifrin Willens Jewelry, Alvin's Monroe Auto Equipment. Billings breakdown: Newspapers 14%, magazines 24%, tv 60%, radio 1%, outdoor 1%. Employes: 150 in seven offices.

Barnum Communications, New York, had gross income of $3,077,726 in 1979 on billings of $20,528,432. In 1978, gross income was $2,160,000 on billings of $14,400,000. Accounts gained: Schering AG, Berlin, West Germany; Berlex Laboratories. Contracts not renewed: Novo Laboratories, Lemmon Pharmacal Co. Billings breakdown: Newspapers 12%, magazines 18%, radio 10%, tv 28%, business papers 5%, direct mail 4%, other 23%. Employes: 53 in three offices.

Batz-Hodgson-Neuwoehner, St. Louis, reported gross income of $2,378,587 in fiscal 1979, ended June 30, on billings of $15,857,246. In fiscal 1978, gross income was $2,361,597 on billings of $15,743,980. Accounts gained: American Assn. of Orthodontists, H.B.E. Inc. Billings breakdown: Newspapers 16%, magazines 5%, radio 20%, tv 26%, outdoor 2%, business press 26%, farm publications 4%, other 1%. Employes: 84 in six offices.

Beaumont, Heller & Sperling, Reading, Pa., reported gross income of $1,611,632 on 1979 billings of $11,839,015. Its 1978 gross was $1,469,290 on billings of $10,266,576. Volume in 1979 included $2,840,270 in media, $1,534,542 in materials and services and $7,464,203 in capitalized fees. Its 1978 volume included $2,277,964 in media, $1,457,442 in materials and services and $6,531,170 in capitalized fees.

Accounts gained: Bean Funeral Homes, C&M Dana's Parish division, East Penn Manufacturing Co., Harrington Co., Irwin Alloys, Luden's, Matlock, New York State Society of Otolaryngologists & Maxillofacial Surgeons, USM Corp.'s Molly division. Lost: American Academy of Ophthalmology, Bank of Pennsylvania, United Gilsonite Laboratories, Ingersoll-Rand Co. Billings breakdown: Newspapers 2%, magazines 1%, radio 1%, tv 1%, outdoor 1%, business papers 59%, direct mail 17%, other 18%. Employes: 72.

Robert A. Becker Inc., New York, reported gross income of $4,700,000 on billings of $32,328,749 in 1979. Its 1978 gross was $4,000,000 on adjusted billings of $26,891,054. Its 1979 billings included $29,676,633 in media, $3,638,142 in materials and services and $8,013,974 in capitalized fees. Its 1978 gross included $15,591,273 in media, $3,613,400 in materials and services and $7,686,381 in capitalized fees.

Accounts gained: Merck, Sharp & Dohme's Dolobid, Heptovax and Indocin SR, Roerig's Perbutyrol, Sandoz' Visken. Billings breakdown: Medical journals 78.6%, Physician's Radio Network 4.3%, sales material 9%, direct mail 8.1%. Employes: 89.

Bentley, Barnes & Lynn, Chicago, reported gross income of $4,517,615 on billings of $30,117,413 in 1979. In 1978 the agency reported gross income of $3,265,601 on billings of $21,770,673. Its 1979 volume included $29,897,413 in media and $220,000 in materials and services. Its 1978 volume included $21,570,673 in media and $200,000 in materials and services.

Accounts gained: Interstate Transmissions, Huckleberry's, Source EDP, WAIT Radio, several recruitment accounts. Accounts lost: Kaufman & Broad. Billings breakdown: Newspapers 84%, magazines 2%, radio 6%, tv 4%, outdoor 1%, business papers 3%. Employes: 121 in two offices.

Berger, Stone & Ratner, New York, reported gross income of $1,450,000 in 1979 on billings of $9,634,400. In 1978, the gross income was $1,200,000 on billings of $8,261,700. Volume in 1979 included $6,600,000 in media, $1,000,000 in materials and services and $2,034,400 in capitalized fees. In 1978, volume included $5,650,000 in media, $980,000 in materials and services and $1,631,700 in capitalized fees.

Accounts gained: Parker Meridian Hotel, Big Duke and Union Station chewing tobaccos, Sophia Loren eyewear, Sciacca Mare Hotel of Sicily. Billings breakdown: Newspapers 18%, magazines 14%, supplements 2%, radio 20%, tv 32%, outdoor 8%, business press 2%, transit 1%, p.o.p. 2%, direct mail 1%. Employes: 28.

Boylhardt, Lovett & Dean, Los Angeles, the western division of Doremus & Co., had gross income of $1,944,487 in 1979 on billings of $11,855,530. In 1978, gross income was $1,568,835 on billings of $9,691,289. Results do not include a subsidiary, National Research Center. Accounts gained: American Communications, Healthcrafters, Pathcom Corp., Frigid/Coil, Informatics, *Time*, Frank B. Hall, N.I. Home Hardware, Rockwool Products, Dataproducts, Numano Liquors (overseas), Informatics International (overseas). Lost: American Electronics, Hysol, California Surf Soccer, President Electronics, Squirt. Billings breakdown: Newspapers 8%, magazines 28%, radio 22%, tv 10%, trade publications 26%, p.o.p. 4%, direct mail 2%. Employes: 51 in two offices.

Brand Advertising, Chicago, reported gross income of $1,529,531, including $6,846 in non-U.S. income, on billings of $11,269,532 (including $57,050 foreign) in 1979. In 1978, gross income was $1,389,190, of which $7,236 was foreign, on billings of $10,068,084 (including $49,798 in foreign billings). U.S. volume in 1979 included $6,857,412 in media, $1,170,372 in materials and services and $3,184,698 in capitalized fees. Its 1978 U.S. volume included $5,760,000 in media, $1,006,212 in materials and services and $3,252,074 in capitalized fees. Foreign volume in 1979 included $51,425 in media and $5,625 in materials and services. In 1978, foreign volume included $45,125 in media and $4,673 in materials and services.

Accounts gained: Handy Andy, Fanny Farmer Candy. Lost: Autobahn. Billings breakdown: Newspapers 14%, magazines 20%, supplements 2%, radio 3%, tv 21%, outdoor 1%, business papers 30%, transit advertising 1%, p.o.p. 3%, direct mail 1%, other 4%. Employes: 35 in two offices (32 in the U.S.).

Brand Edmonds Bolio, Salem, Va., formerly Brand Edmonds Packett, had estimated gross income of $1,424,000 on 1979 billings of $9,495,939. Its 1978 estimated gross was $1,228,000 on billings of $8,190,625. The agency's 1979 volume included $5,992,676 in media, $1,394,983 in materials and services and $2,108,280 in capitalized fees. Its 1978 volume included $4,972,669 in media, $1,256,530 in materials and services and $1,961,426 in capitalized fees.

Accounts gained: Carolina Shoe Co., Lincoln Savings & Loan, Medeco Security Locks, Richland Shoe Co., Twentieth Street Bank. Lost: AAMCO regional, Dodson Specialties, Jefferson Savings & Loan, Kline Chevrolet, McGeorge Camping Center, Penn Development. Billings breakdown: Newspapers 14%, magazines 20%, radio 20%, tv 22%, outdoor 5%, business papers 6%, farm publications 1%, p.o.p. 7%, other 5%. Employes: 39 in two offices.

E. H. Brown Advertising, Chicago, had gross income of $1,941,205 on 1979 billings of $12,941,365. Billings included those of an affiliate, Jim Roe & Associates, terminated in September, 1979, and a Minneapolis office. In 1978 the agency had gross income of $2,141,902 on billings of $14,279,356. Volume in 1979 consisted of $9,160,234 in media, $3,300,729 in materials and services and $480,402 in capitalized fees. Its 1978 volume consisted of

Agencies with gross income of $1-$5,000,000

$9,896,482 in media, $3,912,572 in materials and services and $470,302 in capitalized fees.

Account lost (by Roe): American Cyanamid. Billings breakdown: Newspapers 11%, magazines 22%, radio 8%, tv 26%, business papers 23%, farm publications 4%, point of sale 6%. Employes: 36 in two offices.

Broyles, Allebaugh & Davis, Denver, reported gross income of $1,763,889 on billings of $12,831,796 in 1979. In 1978 the agency reported gross income of $1,463,422 on billings of $10,562,473. Its 1979 volume included $6,566,700 in media, $878,564 in materials and services and $5,386,532 in capitalized fees. Its 1978 volume included $3,928,100 in media, $877,789 in materials and services and $5,756,584 in capitalized fees. Employes: 40.

Burrell Advertising, Chicago, reported gross income of $2,470,000 on 1979 billings of $17,158,400. Its 1978 gross income was $2,013,700 on billings of $14,010,800. The agency's 1979 volume included $1,888,800 in media, $3,136,600 in materials and services and $12,133,000 in capitalized fees. Its 1978 volume included $1,333,500 in media, $2,755,300 in materials and services and $9,922,000 in capitalized fees.

Account gained: L'eggs products. Billings breakdown: Magazines 63%, radio 27%, outdoor 10%. Employes: 45.

Burton Advertising, Detroit, reported gross income of $1,799,981 on billings of $12,000,000 in 1979. Its 1978 gross income was $1,529,966 on billings of $10,200,000. Its 1979 billings included $10,860,000 in media, $887,874 in materials and services and $252,126 in capitalized fees. Its 1978 billings included $9,060,000 in media, $686,440 in materials and services and $453,560 in capitalized fees.

Accounts gained: Stag beer, Real Estate One Franchising, Cliff Brisbois Real Estate One. Lost: WDIV-TV, Michigan Soccer Ltd. Billings breakdown: Newspapers 12%; magazines 9%; radio 25%; outdoor 5%; business papers 4%. Employes: 35.

Burton-Campbell, Atlanta, had gross income of $1,524,365 in 1979 on billings of $10,653,948. In 1978 the agency had gross income of $1,593,896 on billings of $10,629,900. Its 1979 volume included $6,726,338 in media, $1,412,513 in materials and services and $2,515,097 in capitalized fees. Its 1978 volume included $5,857,000 in media, $1,624,000 in materials and services and $3,148,900 in capitalized fees.

Accounts gained: Scripto, Peachtree Report, Chattem Drugs new products, M&M Products, H&H Properties. Lost: Church's Fried Chicken, Carowinds Theme Park, Callaway Gardens. Employes: 31.

Byer & Bowman Advertising, Columbus, O., posted gross income of $2,097,789 in 1979 on billings of $18,350,448. In 1978, gross income was $1,906,975 on billings of $17,253,606 in billings. Volume in 1979 consisted of $12,048,246 in media, $2,284,467 in materials and services and $4,017,735 in capitalized fees. Its 1978 volume included $11,440,622 in media, $1,720,482 in materials and services, $4,092,502 in capitalized fees.

Accounts gained: Kaufmann's Department Store, Pranges Department Store, Brandeis Department Store, Firestone International. Lost: First Federal Savings & Loan Assn. of Columbus, Bancohio Corp., Super Food Service. Billings breakdown: Newspapers 8.1%, magazines 6.9%, supplements 0.2%, radio 28%, tv 49.8%, outdoor 1.5%, business papers 2%, farm publications 2%, p.o.p. 0.5%, direct mail 0.2%, other 0.8%. Employes: 69.

Harold Cabot & Co., Boston, had gross income of $3,150,000 in 1979 on billings of $21,000,000. In 1978, gross income was $2,550,000 on billings of $17,000,000. Accounts gained: Melville Corp.'s CVS Stores, Habitant Soups, Geze Ski Bindings, Hendrie's Inc., Ken's Foods, Lynn 54 Savings Bank, Johnny Appleseed's applesauce, King Arthur flour, Underwood Co.'s Friend's baked beans division. Lost: Consolidated Equipment Corp., First Vermont Bank. Billings breakdown: Print 38%, broadcast 38%, other 24%. Employes: 90.

Cadwell Davis Savage, New York, a Compton Advertising subsidiary, reported gross income of $2,446,000 on billings of $19,246,000 in 1979. In 1978, it reported gross income of $1,785,000 on billings of $16,075,000. Its 1979 volume included $13,697,000 in media and $5,549,000 in capitalized fees. The 1978 volume included $13,250,000 in media and $2,825,000 in capitalized fees.

Accounts gained: Johnson & Johnson's Sure & Natural Maxishields, Combe Inc., *Vogue*, Cluett Peabody retail division, Crain Communications. Billings breakdown: Newspapers 2%, magazines 22%, radio 2%, tv 74%. Employes: 26.

Jack Cantwell Inc., New York, has gross income of $1,221,000 in 1979 on billings of $8,098,000. In 1978 the agency had gross income of $1,214,000 on billings of $8,052,000. Its 1979 volume included $3,600,000 in media, $249,000 in materials and services and $4,249,000 in capitalized fees. The agency's 1978 volume included $3,800,000 in media, $250,000 in materials and services and $4,022,000 in capitalized fees. Billings breakdown: Newspapers 5%, magazines 20%, tv 75%. Employes: 10.

Cargill, Wilson & Acree, Atlanta, a subsidiary of Doyle Dane Bernbach, reported gross income of $2,830,876 on 1979 billings of $18,872,506. Its 1978 gross income was $2,267,913 on billings of $15,961,876. Cargill's 1979 volume included $10,646,228 in media, $2,607,270 in materials and services and $5,619,008 in capitalized fees. Its 1978 volume included $8,583,046 in media, $2,388,356 in materials and services and $4,990,474 in capitalized fees.

Accounts gained: First Alabama Bancshares, Wrangler Boots division of Blue Bell. Billings: Newspapers 12%, magazines 8%, radio 14.7%, tv 52.8%, outdoor 3.7%, business papers 8.8%. Employes: 70 in two offices.

Carmichael-Lynch Advertising, Minneapolis, had gross income of $2,616,000 in 1979 on billings of $17,440,000. In 1978, gross income was $2,212,000 on $14,750,000 in billings. Volume in 1979 consisted of $11,256,000 in media, $3,002,000 in materials and services and $3,182,000 in capitalized fees. Its 1978 volume consisted of $7,844,000 in media, $1,983,000 in materials and services, $4,923,000 in capitalized fees.

Accounts gained: International Multifoods, Wisconsin & Upper Peninsula Ford Dealers, Harley-Davidson Motorcycles, Jenny Lee Macaroni. Lost: Tony's Pizza, Tuffy's Dog Food. Billings breakdown: Newspapers 7%, magazines 23%, radio 19%, tv 30%, outdoor 2%, farm publications 1%, p.o.p. 14%, direct mail 2%, other 2%. Employes: 72.

Carr Liggett Advertising, Cleveland, reported gross income of $2,566,179 in 1979 on billings of $18,793,122. Its 1978 gross income was $2,362,039 on billings of $17,614,981. Net income was $83,304 in 1979 and $194,345 in 1978. Volume in 1979 included $8,379,390 in media, $2,397,419 in materials and services and $8,016,313 in capitalized fees. In 1978, volume included $7,344,421 in media, $2,677,439 in materials and services and $7,593,121 in capitalized fees.

Account gained: Master Builders Inc. Billings breakdown: Newspapers 3%, magazines 3%, radio 16%, tv 24%, outdoor 1%, business press 48%, transit 1%, Yellow Pages 4%. Employes: 80.

Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., reported gross income of $1,815,000 in 1979 on billings of $12,100,000. In 1978, its gross income was $1,380,000 on billings of $9,200,000. The agency's 1979 volume included $7,675,000 in media, $2,925,000 in materials and services and $1,500,000 in capitalized fees. Its 1978 volume included $5,800,000 in media, $2,233,000 in materials and services and $1,167,000 in capitalized fees.

Accounts gained: American Cyanamid's Lederle Laboratories' Stresstabs 600, Pnu-imune; Pfizer's Leeming-Pacquin division; Richardson-Merrell's Vick oral health group; United Way of Westchester; Knoll Pharmaceutical Co.'s Isoptin and Theophyl. Billings breakdown: Newspapers 2%, magazines 30%, radio 2%, tv 20%, business papers 32%, p.o.p. 4%, direct mail 3%, other 7%. Employes: 34.

Cavalieri Kleier Pearlman, New York, had gross income of $1,800,000 in 1979 on billings of $13,000,000. In 1978, gross income was $1,350,000 on $10,000,000 in billings. Volume in 1979 consisted of $6,000,000 in media, $1,664,000 in materials and services and $5,336,000 in capitalized fees. Its 1978 volume included $5,000,000 in media, $1,000,000 in materials and services and $4,000,000 in capitalized fees.

Accounts gained: Princess Hotels International, Loews Biarritz, 1980 Democratic Convention, New Hermes Ltd., Wellington Grill, Plaza Art Auctioneers, Hamilton System.

Accounts lost: Sno-Haus Ski Shops, American Felt & Filter, Information Retrieval Systems, Showtime Entertainment. Billings breakdown: Newspapers 20%, magazines 30%, radio 20%, tv 30%. Employes: 33.

Chalek & Dreyer, New York, reported gross income of $2,750,000 in 1979 on billings of $21,700,000. In 1978, gross income was $2,860,000 on billings of $22,000,000. Volume in 1979 included $15,500,000 in media, $600,000 in materials and services and $5,600,000 in capitalized fees. Its 1978 volume included $15,500,000 in media, $500,000 in materials and services and $6,000,000 in capitalized fees.

Accounts gained: *Cameo*, Paso Fino rum, Giannini Wines, DeVille Brandy, Allegheny Pharmacal, Johnson & Johnson Oil (Hispanic). Lost: Marcal Paper Mills. Billings breakdown: Newspapers 25%, magazines 4%, supplements 3%, radio 25%, tv 37%, business papers 1%, transit advertising 1%, p.o.p. 1%, other 3%. Employes: 52.

Cochrane Chase, Livingston & Co., Irvine, Cal., reported gross income of $3,858,705 on 1979 billings of $38,190,795. Its 1978 gross was $3,529,374 on billings of $30,675,916. Its 1979 billings included $9,012,672 in media, $3,440,561 in materials and services and $25,737,562 in capitalized fees. In 1978, billings included $6,885,725 in media, $2,438,494 in materials and services and $21,351,697 in capitalized fees.

Accounts gained: Builders Emporium, Realty Register, Cragar Custom Wheels, Chelsea Wines & Spirits, Southwest Beverage, Hollytex Carpet Mills, Western Employer's Insurance, UniCare Insurance, PacTra Paints and Monarch Bank. Lost: Koby's Shoes. Billings breakdown: Newspapers 12%, magazines 32%, radio 14%, tv 36%, outdoor 2%, other 4%. Employes: 76.

Chiat/Day Advertising, Los Angeles, had a net income of $1,120,030 on gross income of $4,965,106 in 1979 with billings of $58,214,197. In 1978 the agency had net income of $307,435 on gross income of $3,705,107 with billings of $35,454,337. Its 1979 volume included $38,032,058 in media, $5,718,424 in materials and services and $14,463,715 in capitalized fees. Its 1978 volume included $23,419,831 in media, $4,263,756 in materials and services and $7,770,750 in capitalized fees. Chiat/Day, Washington, is a subsidiary. Its billings have been included in the over-all agency total.

Accounts gained: Fotomat, Allstate Savings & Loan, KMPC, Shakey's, Thai Airways, Wienerschnitzel, Winston Tires, Pacific N.W. Bell Tel. corporate account. Lost: National Semi-Conductor, People's Bank, Nordstrom, Allsop. Billings breakdown: Newspapers 15.46%, magazines 52.12%, radio 10.67%, tv 14.22%, outdoor 7.53%. Employes: 129 in three offices.

Ted Chin & Co., New York, reported gross income of $1,280,000 in 1979 on billings of $10,500,000. In 1978, gross income was $1,140,000 on billings of $9,250,000. Volume in 1979 included $4,439,000 in media, $625,000 in materials and services and $5,436,000 in capitalized fees. Its 1978 volume included $3,980,000 in media, $520,000 in materials and services and $4,750,000 in capitalized fees.

Accounts gained: Eckes International (three liquor brands), Adirondack Spring Water. Resigned: Chock Full O'Nuts. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, tv 55%, business papers 10%. Employes: 23.

Robert L. Cohn Inc., Northbrook, Ill., had gross income of $1,258,720 in 1979 on billings of $7,867,000. Its 1978 gross income was $942,500 on billings of $6,500,000. Volume in 1979 included $5,600,000 in media, $1,600,000 in materials and services and $667,000 in capitalized fees. Its 1978 volume included $4,800,000 in media, $1,100,000 in materials and services and $600,000 in capitalized fees. Accounts added: Dynascan Corp., Leaf Confectionery, Mogen David Wine.

Accounts lost: Jel Sert Co. Billings breakdown: Newspapers 15%, magazines 15%, radio 15%, tv 50%, business papers 5%. Employes: 19.

Colle & McVoy Advertising, Minneapolis, reported 1979 gross income was $3,864,000 on billings of $25,772,880. In 1978, its gross income was $3,127,229 on billings of $20,858,610. Billings in 1979 included $14,120,680 in media, $8,903,506 in materials and services and $2,748,694 in capitalized fees. In 1978 billings included $11,402,565 in media, $7,306,911 in materials and services and $2,149,134 in capitalized fees.

Accounts gained: Aeration, Mark Industries, Proform, Clearwater Federal, Omnia Corp., Parker-Hannifin's Quick Coupling division, White Motor Co.'s White Materials Handling division, Associated Grocers of Colorado, Barney Gross Supply Co., Brown Palace Hotel, Colorado Lace & Dry Cleaning Co., Colorado Seed Growers Assn., Gates & Sons, Kamar, Montgomery Ward Co., Mel Pearson & Co., Rancho Encantado, San Luis Valley Potato Commission, Hugh M. Woods Co., Albury & Co., CMV Interamerica, General Chemical, SLM/Surinam Airways, Ajax International, First Federal of Fort Smith and Midwest Federal.

Accounts lost: WTCN-TV. Billings breakdown: Newspapers 20%, magazines 5%, radio 13%, tv 22%, outdoor 2%, business press 20%, farm publications 16%, Yellow Pages 2%. Employes: 95 in five offices.

Conahay & Lyon, New York, reported gross income of $3,400,000 on billings of $29,000,000 in 1979. In 1978, its gross income was $3,300,000 on billings of $28,000,000. Billings in 1979 included $23,500,000 in media, $3,000,000 in materials and services and $2,500,000 in capitalized fees. In 1978, billings included $23,000,000 in media, $3,500,000 in materials and services and $1,500,000 in capitalized fees.

Accounts added: Crane Co., Times Mirror Co. Account lost: ARCO Chemical. Billings breakdown: Newspapers 33%, magazines 14%, tv 50%, business press 3%. Employes: 45.

Ralph Kent Cooke, Los Angeles, reported gross income of $1,650,000 on 1979 billings of $10,350,000. Its 1978 gross income was $1,450,000 on billings of $9,250,900. Volume in 1979 included $7,400,000 in media, $1,200,000 in materials and services and $1,750,000 in capitalized fees.

Its 1978 volume included $6,500,000 in media, $950,000 in materials and services and $1,800,900 in capitalized fees.

Accounts gained: 20th Century-Fox Sports, Bateman Eichler, Hill Richards, Swedlow. Lost: California Sports. Employes: 32.

Craig, Lamm, Hensley & Alderman Advertising, Houston, had gross income of $1,224,768 on billings of $8,166,809 in 1979. Gross income in 1978 was $867,160 on billings of $5,203,795. Volume in 1979 included $2,540,078 in media, $2,062,230 in materials and services and $3,564,541 in capitalized fees.

In 1978, billings included $2,059,023 in media, $1,605,629 in materials and services and $1,539,143 in capitalized fees.

Accounts added: Decca Survey Systems, NL Hycalog, NL Well Service, Fluor Oil Field Supply Co., Meco, NSW Corp., Protexa, Team Inc. and Vector Cable Co. Accounts lost: Flopetrol and Solus Ocean Systems. Billings breakdown: Newspapers 6%, magazines 1%, radio 1%, outdoor 1%, business press 89%, farm publications 2%. Employes: 28.

Cramer-Krasselt Co., Milwaukee, reported gross income of $3,180,000 in 1979 on billings of $22,730,000. In 1978, gross income was $3,023,000 on billings of $22,170,000. Account gained: Milwaukee World Festival, Pepsi-Cola Bottling Groups.

Accounts Lost: Atomaster, FMC outdoor power equipment division. Billings breakdown: Newspapers 16.3%, magazines 22.2%, radio 4.5%, tv 46%, outdoor 0.7%, business papers 7.7%, farm publications 0.4%, other 2.2%. Employes: 57.

The DR Group, Boston and New York, direct response specialists,

Agencies with gross income of $1-$5,000,000

estimated its gross income at $1,310,000 on 1979 billings of $13,769,000. It reported gross income of $1,222,000 on 1978 billings of $8,226,000. The 1979 billings included $100,000 in media, $5,005,000 in materials and services and $8,664,000 in capitalized fees. The 1978 billings included $117,000 in media, $5,441,000 in materials and services and $2,668,000 in capitalized fees.

Accounts gained: U.S. Postal Service, J. M. Smucker Co., Dictaphone. Lost: Choice Air Courier Service. Billings breakdown: Magazines 2%, direct mail 50%, printed sales promotion materials 48%. Employes: 47 in two offices.

Dawson, Johns & Black, Chicago, reported gross income of $1,141,350 on billings of $7,609,000 in 1979. It reported 1978 gross income of $765,000 on billings of $5,097,000. Its 1979 volume included $5,289,000 in media and $2,320,000 in capitalized fees. Its 1978 volume included $3,750,000 in media and $1,347,000 in capitalized fees.

Accounts gained: Green Giant new product, Galaxy Mills, Land O'Frost, American Dental Assn. Resigned: Pop Shoppes of America. Billings breakdown: Newspapers 10%, magazines 2%, radio 20%, tv 66%, business papers 2%. Employes: 17.

Desmond & Associates, Oak Park, Mich., had estimated gross income of $1,245,000 on 1979 billings of $8,300,000. Its 1978 gross income was estimated at $975,000 on billings of $6,500,000.

Accounts gained: Dobbs Furniture, Valente's Men's FormalWear, WonderGro, Healthy Jones Restaurants, Harvey Buick, Blarby's Restaurant, Evergreen Garden Centers, Macauley's. Lost: Little Caesar Enterprises. Billings breakdown: Newspapers 40%, magazines 1%, radio 10%, tv 35%, outdoor 1%, p.o.p. 1%, direct mail 12%. Employes: 60.

Dix & Eaton, Cleveland, reported gross income of $2,283,500 in 1979 on billings of $13,826,600. In 1978, gross income was $1,912,250 (restated from $2,400,000) on billings of $11,951,550. Volume in 1979 included $4,690,000 in media, $2,600,000 in materials and services and $6,536,600 in capitalized fees. Its 1978 volume included $3,815,350 in media, $2,400,000 in materials and services and $5,736,200 in capitalized fees.

Accounts gained: *Cleveland* magazine, Copperweld Tubing Group, Eriez Magnetics, LaSalle Machine Tool. Lost: Victoreen Instrument division of Sheller-Globe Co. Billings breakdown: Newspapers 4%, magazines 40%, radio 2%, business papers 54%. Employes: 53 in four offices.

Doe-Anderson Advertising, Louisville, Ky., reported gross income of $1,930,163 on 1979 billings of $15,013,039. Its 1978 gross was $1,734,340 on billings of $13,045,212. The agency's 1979 volume included $5,791,145 in media, $1,866,612 in materials and services and $7,355,282 in capitalized fees. Its 1978 volume included $5,346,296 in media, $1,180,846 in materials and services and $5,888,070 in capitalized fees.

Accounts gained: Ehrler's Dairy, Hyatt Regency Washington, Hyatt corporate Yellow Pages, special project, B. Hilliard, W. L. Lyons Inc., *Lexington Herald-Leader*, North American Van Lines, Optical Corp. of America, Satellite TV, Scripps-Howard Press Co. Lost: Hyatt Regency, Memphis. Billings breakdown: Newspapers 9%, magazines 28%, radio & tv 19%, outdoor 4%, business papers 40%. Employes: 33.

Dugan/Farley Communications Associates, Montvale, N.J., reported gross income of $1,240,000 on billings of $8,270,000 in 1979. In 1978 the agency had $766,500 in gross income on billings of $4,953,650. Its 1979 billings included $1,800,000 in media, $728,000 in materials and services and $5,742,000 in capitalized fees. Its 1978 billings included $1,240,000 in media, $412,000 in materials and services, $3,301,650 in capitalized fees and $273,470 in non-U.S. capitalized volume.

Accounts gained: Lederle's Cyclocort steroids; E.R. Squibb's Velosef, Merck Sharp & Dohme International. Billings breakdown: Magazines 65%, direct mail 15%, other 20%. Employes: 22.

Ehrlich-Manes & Associates, Washington, had estimated gross income of $2,575,000 on billings of $17,169,500 in 1979. In 1978 the agency reported gross income of $1,750,000 on billings of $14,340,293. Volume in 1979 included $11,796,000 in media, $2,499,200 in materials and services and $2,874,300 in capitalized fees. In 1978, volume included $9,737,059 in media, $2,610,232 in materials and services and $1,993,002 in capitalized fees.

Accounts gained: Airline Owners & Pilots Assn., Auto Train, Byron Motion Pictures, B.H. Kruger, Beltway Limousine, Cellin Mfg., Comsat General telesystems, recruitment, MCE division, Culmore Realty Co., D.A.S.I., Dynatech Labs, F.F.E. Int'l, First Women's Bank of Maryland, Fokker F 27 Aircraft, Garfinckel's (broadcast), Olympic Builders, Hugh T. Peck Properties, Publisher's Phototype, R.T.A., Rosansky & Kay, Toxigenics. Lost: American Finance Management Co., Martin Marietta Data Systems, Financial General, Volvo of Washington.

Billings breakdown: Newspapers 18.1%, magazines 7.3%, radio 11.7%, tv 17.1%, business papers 12.1%, direct mail 6.8%, and other 26.9%. Employes: 52.

William Eisner & Associates, Milwaukee, reported net income of $123,520 and gross income of $1,074,746 in 1979 on billings of $8,647,238. In 1978, net income was $66,866 and gross income was $782,284 on billings of $6,723,946. Volume in 1979 included $1,966,230 in media, $298,557 in materials and services and $6,382,451 in capitalized fees. Its 1978 volume included $1,815,968 in media, $147,486 in materials and services and $4,760,492 in capitalized fees. Billings breakdown: Newspapers 8%, magazines 61%, radio and tv 17%, outdoor 3%, other 11%. Employes: 37.

Elkman Advertising, Bala-Cynwyd, Pa., reported gross income of $3,040,000 in 1979 on billings of $20,265,400. In 1978 its gross income was $2,615,200 on billings of $17,432,400. The agency's 1979 volume included $13,034,000 in media, $1,762,000 in materials and services and $5,469,400 in capitalized fees. Its 1978 volume included $10,415,100 in media, $1,954,800 in materials and services and $5,062,500 in capitalized fees.

Accounts gained: Philadelphia Flyers; The Spectrum; VIMTO; WTAF-TV. Lost: Klinghoffer; Quaker Trademark. Billings breakdown: Newspapers 7%, magazines 2%, radio 14%, tv 72%, outdoor 2%, business papers 1%, p.o.p. 1%, other 1%. Employes: 95 in four offices.

Face it

McCann-Erickson, New York, is the agency for Energy Expo '82.

In 1982, Knoxville will be the most exciting city on the face of the earth.

Michael R. Ellison Advertising, Bellingham, Wash., formerly Christian Ministries Advertising, reported 1979 gross income of $1,804,050 on billings of $12,185,425. U.S. income was $1,476,000 and foreign income was $328,000. In 1978, CMA reported gross income of $1,238,047 on billings of $8,144,848, all in media billings. Billings in 1979 included $9,495,600 in media, $344,400 in materials and services and $158,425 in capitalized fees. Overseas volume of $2,187,000 included $1,994,000 in media and $193,000 in materials and services.

Accounts gained: Robert Tilton, Charles and Frances Hunter and Dwight Thompson Ministries. Billings breakdown: Newspapers 1%, magazines 4%, radio 45%, tv 45%, outdoor 5%. Employes 26 in two offices, one non-U.S., with one employe.

Epstein, Raboy Advertising, New York, had gross income of $2,770,000 on billings of $17,600,000 in 1979. U.S. income was $2,345,000 on billings of $14,300,000 in 1978. Billings in 1979 included $15,810,000 in media and $1,790,000 in materials and services. In 1978, billings included $12,960,000 in media and $1,340,000 in materials and services.

Accounts gained: Bert Pulitzer Inc., *Fleet Street Ltd.*, Richardson-Merrell's *Formby's furniture care products*, *Georgette Klinger Salons*, Guy Laroche, HOM, *Nature de France Cosmetics*, Parfums Stern Inc. (Oscar de la Renta fragrance), Roberta di Camerino and Yves Saint Laurent jeans. Lost: Tru Ade, MCA-TV and Calvin Klein. Billings breakdown: Newspapers 10%, magazines 40%, radio 19%, tv 30%, outdoor 2%, business press 3%, transit 1%, p.o.p. 2%, direct mail 3%. Employes: 26.

Fairfax Inc., New York, reported gross income of $1,500,000 in 1979 on billings of $12,500,000. In 1978, the agency had gross income of $1,435,000 on $11,900,000 in billings. Its 1979 volume consisted of $11,337,000 in media, $755,500 in materials and services and $407,500 in capitalized fees. Volume in 1978 included $10,495,000 in media, $1,165,000 in materials and services and $240,000 in capitalized fees.

Accounts gained: Chapstick Co., Stewart Clay Co., Sampliner, S.S. Co., Carmen Foundations (all direct response); Glick Construction; Levrige Realty, Walters Associates; Laurel Hollow Realty. Lost: Jay Norris Corp. Billings breakdown: Newspapers 26%, magazines 19%, supplements 40%, radio 4%, tv 7%, business papers 2%, farm publications 2%. Employes: 45.

G.M. Feldman & Co., Chicago, had gross income of $1,971,000 on 1979 volume of $13,140,000. In 1978, gross income was $1,528,350 on billings of $10,189,000. Billings in 1979 and '78 were all in media. Account added: Spring-Green Lawn Care Corp. Billings breakdown: Newspapers 3%, magazines 2%, radio 22%, tv 68%, outdoor 5%. Employes: 60 in five offices.

Firestone & Associates, New York, reported gross income of $2,555,252 on billings of $17,104,890 in 1979. Gross income was $2,505,149 on billings of $16,715,950 in 1978. Volume in 1979 included $9,690,000 in media, $1,632,000 in materials and services and $5,782,890 in capitalized fees. In 1978, volume included $9,500,000 in media, $1,600,000 in materials and services and $5,615,950 in capitalized fees.

No accounts were gained or lost in 1979. Billings breakdown: Newspapers 4%, magazines 19%, radio 12%, tv 50%, business press 13%, transit 2%. Employes: 33.

Fletcher/Mayo Associates, St. Joseph, Mo., reported net income of $298,000 and gross income of $2,752,000 in 1979 on billings of $25,987,000. In 1978, it had net income of $321,000 and gross income of $2,392,000 on billings of $22,943,000. Volume in 1979 included $6,614,000 in media, $2,264,000 in materials and services and $17,109,000 in capitalized fees. Its 1978 volume included $6,479,000 in media, $1,456,000 in materials and services and $15,008,000 in capitalized fees.

Accounts gained: Agrimerica, American Dehydrators Assn., Century Engineering Corp., International Harvester Southeast/AER, National Pork Producers, Philips Roxane, Ralston Purina Co., Riley Advertising Co., SmithKline Animal Health Products. Lost: St. Joseph Light & Power, Shell Animal Health, Walnut Grove Products. Billings breakdown: Newspapers 9%, magazines 3%, radio 9%, tv 10%, outdoor 2%, business papers 14%, farm publications 32%, p.o.p. 9%, direct mail 2%, pr 10%. Employes: 93 in two U.S. offices.

The Food Group, New York, had gross income of $1,050,000 in 1979 on billings of $6,785,500. Its 1978 figures were not reported. Volume in 1979 consisted of $1,800,000 in media, $650,000 in materials and services and $4,335,500 in capitalized fees. Included are billings of a subsidiary, Food Group West, Sherman Oaks, Cal. Accounts gained: Shasta Beverages food service division, Pinata Foods, Winkler/Flexible Products, Globe Products. Lost: Basic American Food Co. Billings breakdown: Business papers 75%, supplements 5%, p.o.p. 5%, direct mail 10%, other 5%. Employes: 17 in two offices.

Clinton E. Frank, Chicago, an Interpublic Group of Cos. subsidiary, reported gross income of $4,400,000 on billings of $29,200,000 in 1979. In 1978, the agency had $4,000,000 in gross income on $26,500,000 in billings. Accounts gained: Scorpion Industries and Electrolert. Lost: Icelandic Airlines, Kohler. Billings breakdown: Newspapers 10%, magazines 35%, radio 6%, tv 43%, outdoor 6%. Employes: 114 in two offices.

Marvin H. Frank & Co., Chicago, reported gross income of $1,399,273 on volume of $9,333,200 in 1979. Gross income in 1978 was $1,411,416 on volume of $9,413,000. Billings in 1979 included $6,009,100 in media, $2,096,900 in materials and services and $1,227,200 in capitalized fees. In 1978, billings included $5,915,000 in media, $1,930,000 in materials and services and $1,568,000 in capitalized fees.

Accounts added: Blue Coral, Collins, Miller & Hutchings, Gidon Industries, Sealy Mattress (Chicago area). Accounts lost: Playback, Orlando *Sentinel Star*, Turtle Wax, Family Drug Centers. Billings breakdown: Newspapers 21%, magazines 15%, radio 33%, tv 25%, outdoor 1%, business press 3%, transit 1%, other 1%. Employes: 26.

Freeman-Huenink-Zilbert, Milwaukee, formerly Northwest Advertising, reported gross income of $1,200,000 in 1979 on billings of $10,200,000. In 1978, gross income was $900,000 on billings of $7,800,000.

Accounts gained: Green Bay Tissue Mills, Kleen Test Products, Green Bay Oldsmobile Dealers, Autry Industries, National Fireplace, Defiance Wood Stoves, Patz Equipment, Rodeway Inns of America. Lost: Lippert Corp., Perfex Mfg. Billings breakdown: Newspapers 17%, magazines 5%, radio 9%, tv 15%, business papers 20%, farm publications 6%, p.o.p. 8%, direct mail 10%, other 10%. Employes: 45 in three offices.

Fry Associates, Tulsa, had gross income of $1,013,453 on billings of $4,156,146 in 1979. U.S. gross income was $982,234 on billings of $3,936,865 in 1978. Net income was $318,338 in 1979 and $272,164 in 1978. Billings last year included $459,186 in media and $3,696,960 in capitalized fees. In 1978, billings included $461,135 in media and $3,475,730 in capitalized fees. Accounts gained: Advanced Control Systems, Pipeline Industries, Tulsa Pro-Quip, Westdate Inc. Billings breakdown: Newspapers 1%, magazines 46%, broadcast 1%, outdoor 1%, other 51%. Employes: 11.

Furman, Roth, New York, reported gross income of $1,035,000 in 1979 on billings of $6,900,000. In 1978, gross income was $856,500 on billings of $5,665,000. Volume in 1979 included $6,134,010 in media, $319,100 in materials and services and $446,890 in capitalized fees. In 1978, volume included $5,038,000 in media, $240,000 in materials and services and $387,000 in capitalized fees.

Accounts gained: Leader Candies, L'Alsacienne Biscuits, American Zionist Youth Organization. Media breakdown: Newspapers 17%, magazines 4%, radio 10%, tv 65%, business papers 4%. Employes: 24 in two offices.

Agencies with gross income of $1-$5,000,000

Gardner, Stein & Frank, Chicago, reported gross income of $1,256,000 on 1979 billings of $9,190,550. Its 1978 gross was $1,038,000 on billings of $8,604,505. The agency's 1979 volume included $4,345,000 in media, $410,000 in materials and services, and $4,435,550 in capitalized fees. Its 1978 volume included $4,000,000 in media, $365,000 in materials and services and $4,239,505 in capitalized fees.

Accounts gained: Amoco Oil Co. special projects, Fireplace Industries, Harley Hotels, Helmsley Hotels, Hilton Hotel, Holly's Restaurants & Hotels, House of Vinyl, Land of Lincoln Savings Bank, Riviera Hotel. Accounts lost: Grenelefe Resort, National Hotel Management, WCLR Radio. Overseas accounts gained: Hyatt Regency Fiji and Dubai, Hyatt Galladari Galleria, Dubai. Overseas accounts lost: Hyatt Regency, Toronto and Tesoro Beach, El Salvador; Vancouver Airport House. Billings breakdown: Newspapers 20%, magazines 25%, radio 5%, tv 15%, outdoor 5%, business papers 10%, direct mail 10%, other 10%. Employes: 35.

Garfield-Linn & Co., Chicago, reported gross income of $1,560,000 on billings of $10,400,000 in 1979. Gross income in 1978 was $1,350,000 on $9,000,000 in billings.

Accounts gained: Electronic Funds Illinois, Glenmore Distilleries, Iceland Tourist Board, International Air Bahama, Icelandair, Legal Care of Illinois, A.E. Staley Mfg. Co. The agency lost Monogram Models. Billings breakdown: Newspapers 20%, magazines 30%, radio 15%, tv 25%, outdoor 5%, business press 5%. Employes: 50.

Geer, DuBois, New York, reported gross income of $4,800,000 on billings of $32,000,000 in 1979. Results include billings of Attardi & Davis division. Its 1978 gross was $3,750,000 on billings of $25,000,000. Accounts gained: Guiness-Harp Corp., Mercedes-Benz of North America trucks, North American Philips Corp., Parfums Rochas, Wham Enterprises, Aramis. Lost: IBM Corporate, Publicker Distillers Products. Billings breakdown: Newspapers 6%, magazines 49%, radio 10%, tv 35%. Employes: 100.

Gerber Advertising, Portland, Ore., reported gross income of $1,770,000 on 1979 billings of $12,000,000. Its 1978 gross income was $1,275,694 on billings of $8,883,790. The agency's 1979 volume included $7,250,000 in media, $3,502,000 in materials and services and $1,248,000 in capitalized fees. Its 1978 volume included $5,034,356 in media, $2,887,500 in materials and services and $961,934 in capitalized fees.

Accounts gained: Great Western Savings; King Cola Northwest kingdom, McDonald's of Oregon/-Southwest Washington; URM/-Excell food stores. Billings breakdown: Newspapers 10%, magazines 12%, radio 27%, tv 38%, outdoor 2%, point of sale 11%. Employes: 49 in two offices.

Gianettino & Meredith, Nutley, N.J., had gross income of $1,069,855 and net income of $49,000 in 1979 on billings of $9,284,100. In 1978, gross income was $370,000 on volume of $3,566,800. Its 1979 volume included $3,840,700 in media, $1,975,000 in materials and services and $3,468,400 in capitalized fees. In 1978, volume included $2,200,000 in media, $1,100,000 in materials and services and $266,800 in capitalized fees.

Accounts gained: Bonat, North American Philips Lighting Corp., Sterling Thompson, ShopRite Supermarkets, CeDe Candy. Billings breakdown: Newspapers 45%, magazines 10%, radio 10%, tv 25%, outdoor 5%, business papers 5%. Employes: 30.

Gilbert, Whitney & Johns, Morristown, N.J., reported gross income of $1,350,000 in 1979 on billings of $9,000,000. In 1978, gross income was $1,125,000 on billings of $7,500,000. Accounts gained: Boeing Computer Services Co., H. Goodman & Sons, Muralo Co., Roneo Vickers Inc. Lost: Fluid Dynamics; Iona College; Tesa Corp.; Thermoplastic Process. Billings breakdown: Newspapers 10%, magazines 36%, tv 15%, pr 16%, collateral 23%. Employes: 32.

Goodwin, Dannenbaum, Littman & Wingfield, Houston, posted gross income of $3,500,000 on billings of $19,500,000. The agency's 1979 volume included $13,000,000 in media, $3,000,000 in materials and services and $4,335,500 in capitalized fees. In 1978 volume consisted of $12,700,000 in media, $2,600,000 in materials and services and $4,200,000 in capitalized fees. Figures include its Beaumont, Tex., office.

Accounts gained: Century Paper, Curtin Matheson Scientific, Gibraltar Savings, Houston Cable TV, Miller's department stores, The Ortloff Corp., Palais Royal, Pat Walker's Figure Salons, Steak 'N Spirits, Tinsley's Chicken Rolls, Tony's Tortilla Factory, The Office Network; Way Out West Stores. Lost: Discount Lumber Mart, Foley's department stores, Pamex Foods, Tru Inc. Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 10%, tv 50%, outdoor 7%, business papers 5%, transit 3%. Employes: 70 in two offices.

Gordon & Shortt, New York, reported gross income of $3,090,000 on billings of $24,640,000 in 1979. Its 1978 gross income was $1,752,556 on billings of $12,220,000. Its 1979 billings included $16,905,000 in media, $4,400,000 in materials and services and $3,335,000 in capitalized fees. Its 1978 billings included $10,170,000 in media and $2,050,000 in materials and services.

Accounts gained: Webster Wilcox Silversmith's INSILCO division, Brenda Allen Fashion Stores, General Motors corporate. Gordon & Shortt, Dallas, Braniff International's agency, was sold to Wells, Rich, Greene for cash and stock in 1979. Wells, Rich, Greene/Gordon was created to handle the Braniff account. Billings breakdown: Newspapers 35%, magazines 35%, radio 7%, tv 15%, outdoor 3%, business papers 5%. Employes: 30.

Chester Gore Co., New York, reported gross income of $1,892,000 on 1979 billings of $12,400,000. Its 1978 gross income was $1,552,800 on billings of $10,150,000. The agency's 1979 volume included $7,787,000 in media, $1,611,500 in materials and services and $3,001,500 in capitalized fees. Its 1978 volume included $6,976,675 in media, $1,522,500 in materials and services and $1,650,825 in capitalized fees.

Accounts gained: MacGregor Golf Co., Nino Cerruti Shirts, Prince Tennis. Billings breakdown: Newspapers 10%, magazines 65%, radio 5%, tv 15%, business papers 5%. Employes: 19.

Grant/Jacoby, Chicago, had gross income of $3,000,000 on billings of $18,620,000 in 1979. Its 1978 gross income was $2,200,000 on billings of $13,402,500. Volume in 1979 included $11,500,000 in media, $450,000 in materials and services and $6,670,000 in capitalized fees. Billings in 1978 included $8,000,000 in media, $400,000 in materials and services and $5,002,500 in capitalized fees.

Accounts gained: Nippon Electric Co., Jake's Pizza, Weber-Stephen Products, Ford City Bank. Accounts lost: R.P.C. division of Youngstown Steel Doors, Speed Queen. Billings breakdown: Newspapers 8%, magazines 35%, tv 15%, outdoor 3%, business papers 15%, farm publications 2%, transit advertising 1%, p.o.p. 2%, direct mail 10%, other 9%. Employes: 40.

Gray & Rogers, Philadelphia, reported gross income of $2,889,599 on 1979 billings of $19,262,353. Its 1978 gross was $2,468,814 on billings of $16,362,237. The agency's 1979 volume included $9,108,567 in media, $2,769,549 in materials and services and $7,384,237 in capitalized fees. Its 1978 volume included $7,031,784 in media, $2,379,753 in materials and services and $6,950,700 in capitalized fees.

Accounts gained: CY/RO Industries, Delaware Trust Co., Diamond Shamrock animal health products, Exide Electronics, Fedders Corp., KYW-TV, Philadelphia Suburban Water Co. Lost: Jacob Reed's, Neapco. Billings breakdown: Newspapers 16%, magazines 10%, radio 7%, tv 17%, outdoor 2%, business papers 45%, other (Yellow Pages) 3%. Employes: 86 in two offices.

Greenstone & Rabasca, Melville, N.Y., reported gross income of $1,000,000 on 1979 billings of $6,000,000. The agency had gross income of $705,000 on 1978 billings of $4,700,000. Accounts gained: Astoria Federal Savings, UPA Technology, North American Philips Co.'s Dialight, Waterman Steamship Lines, Grumman truck division. Billings breakdown: Newspapers 20%, magazines 70%, radio 5%, outdoor 1%, business papers 4%. Employes 28.

Griffin Bacal, New York, an agency formed in mid-1978, reported gross income of $1,950,000 on 1979 billings of $13,000,000. In 1978 its gross income was $450,000 on $3,000,000 in billings. The agency's 1979 volume consisted of $11,900,000 in media, $500,000 in materials and services and $600,000 in capitalized fees. In 1978 the agency's volume included $2,600,000 in media, $300,000 in materials and services and $100,000 in capitalized fees. Accounts gained: Combe Inc. Billings breakdown: Newspapers 5%, magazines 10%, supplements 3%, radio 7%, tv 72%, p.o.p. 3%. Employes: 15.

Group 3hree Advertising, Fort Lauderdale, Fla., reported gross income of $4,127,183 in 1979 on billings of $15,367,502. Its 1978 gross was $3,209,138 on billings of $13,677,659. Volume in 1979 included $2,715,457 in media, $1,187,256 in materials and services and $11,464,789 in capitalized fees. Its 1978 volume included $2,119,119 in media, $420,086 in materials and services and $11,138,454 in capitalized fees.

Accounts gained: Coopers & Lybrand, Gulfstream Banks, Naples Federal Savings & Loan.

Accounts lost: AIRPAX division of North American Philips Controls Corp., EMR, Sangamo Weston/Schlumberger. Billings breakdown: Newspapers 14%, magazines 20%, radio 9%, tv 15%, outdoor 1%, business papers 30%, collateral 11%. Employes: 40.

Hackenberg, Normann, Krivkovich & Partners, Chicago, reported gross income of $1,038,636 in 1979 on billings of $6,700,880. In 1978, gross income was $751,140 on billings of $4,815,000. Volume in 1979 consisted of $5,280,000 in media, $994,000 in materials and services and $426,880 in capitalized fees. Its 1978 volume included $3,588,700 in media, $853,490 in materials and services and $373,520 in capitalized fees.

Accounts gained: Bell & Howell education division, Salerno Cookies, Crate & Barrel. Billings breakdown: Newspapers 30%, magazines 17%, radio 20%, tv 18%, direct mail 15%. Employes: 18.

Haddon Advertising, Chicago, reported net income of $250,000 and gross income of $1,500,000 in 1979 on billings of $10,035,300. In 1978 net income was $175,650 and gross income was $1,255,550 on billings of $8,365,300. Volume in 1979 included $2,600,000 in media, $3,500,000 in materials and services and $3,935,300 in capitalized fees. Its 1978 volume included $2,054,000 in billings, $3,043,000 in materials and services and $3,268,300 in capitalized fees.

Accounts gained: First Chicago Cheque Corp., Thomas Cook Travel, Chicago Ritz-Carlton Hotel, Continental Can Co., U.S.A., division of Continental Group. Lost: MDRT. Billings breakdown: Newspapers 20%, magazines 20%, radio 25%, tv 20%, outdoor 5%, business papers 3%, direct mail 7%. Employes: 28.

Hall Decker McKibbin & Singer, New York, had estimated gross income of $1,345,000 in 1979 on $8,995,000 volume. Its estimated gross income in 1978 was $933,000 on billings of $6,220,000. Its 1979 volume included $2,428,650 in media and $6,566,350 in capitalized fees. Its 1978 total included $1,679,400 in media and $4,540,600 in capitalized fees. Results include its Connecticut office.

Accounts added: Career Life Council, BBL Microbiology Systems, Johnston Labs, Bulova, Auditek, Look-See Kitchens, DuPont Instruments, Sybron/-Brinkmann Instruments. Resigned: Safe Flight Instrument Corp., International Learning Systems. Billings breakdown: Newspapers 2%, magazines 27%, direct mail 67%, other (sales aids) 4%. Employes: 23 in two offices.

Hammond Farrell, New York, had gross income of $1,364,800 in 1979 on billings of $9,106,459. Its 1978 gross was $1,230,000 on billings of $8,202,610. Volume in 1979 included $1,900,000 in media, $712,000 in materials and services and $6,494,459 in capitalized fees. Its 1978 volume included $1,780,000 in media, $1,200,000 in materials and services and $5,222,610 in capitalized fees. Accounts gained: AMAX nickel division; American Business Press; Anaconda Industries wire and cable division. Billings breakdown: Newspapers 15%, magazines 10%, radio 5%, business papers 70%. Employes: 30.

Ross Hancock Advertising, Hollywood, Fla., had gross income of $1,414,919 in 1979 on billings of $6,431,450. In 1978, it had gross income of $1,117,168 on billings of $5,319,850. Billings last year included $4,773,500 in media, $1,157,700 in materials and services and $500,250 in capitalized fees. In 1978, billings included $4,048,500 in media, $771,100 in materials and services and $500,250 in capitalized fees. The agency owns Video Base in Florida.

Accounts gained: First National Bank in Palm Beach, Natural Eats Health Food Stores, T.N.T. Insecticide Products, Zenex Lubricants. Lost: Pet Chemicals and Personnel Pool of America. Billings breakdown: Newspapers 19%, magazines 8%, radio 16%, tv 48%, outdoor 2%, business press 2%, p.o.p. 3%, direct mail 2%. Employes: 22.

Handley & Miller, Indianapolis, reported gross income of $1,961,500 in 1979 on billings of $11,702,320. Its 1978 gross income was $1,711,650 on billings of $11,413,300. Volume in 1979 included $6,160,000 in media, $900,000 in materials and services and $4,642,320 in capitalized fees. In 1978, volume included $5,910,000 in media, $901,000 in materials and services and $4,602,300 in capitalized fees. Account Lost: Elanco and Indiana Pacers. Billings breakdown: Newspaper 14%, magazines 7%, supplements 2%, radio 13%, tv 54%, outdoor 2%, business papers 4%, p.o.p. 3%, direct mail 1%. Employes: 33.

James Neal Harvey Inc., New York, reported gross income of $2,900,000 on 1979 billings of $21,300,500. It reported gross income of $2,600,000 on 1978 billings of $18,200,000. The 1979 billings included $18,500,000 on media, $1,800,000 in materials and services and $1,000,500 in capitalized fees. The 1978 billings included $16,100,000 in media, $1,500,000 in materials and services and $600,000 in capitalized fees.

Accounts gained: Binney & Smith Crayola, Glenbrook Laboratories, Cott Beverages.

Account lost: Leisure Dynamics. Billings breakdown: Newspapers 4%, magazines 25%, supplements 1%, radio 3%, tv 65%, business papers 2%. Employes: 60 in three offices.

Healthmark Communications, New York, reported gross income of $2,800,000 on 1979 billings of $20,675,000. Its 1978 gross was $2,500,000 on billings of $17,100,000. The agency's 1979 volume included $2,200,000 in media, $1,800,000 in materials and services and $16,675,000 in capitalized fees. Its 1978 volume included $1,100,000 in media, $1,493,000 in materials and services and $14,507,000 in capitalized fees.

Accounts gained: Chocolate Manufacturers Assn., Dow Corning Ophthalmics, G. D. Searle & Co. for Aldactone and Aldactazide, Weight Watchers International.

Accounts lost: Bristol Laboratories, Meyer Laboratories. Billings breakdown: Medical journals 15%, direct mail 15%, other 70%. Employes: 40.

Helfgott, Towne & Silverstein, New York, had gross income of $4,425,000 on billings of $29,500,000 in 1979. U.S. income was $4,050,000 on billings of $27,000,000 in 1978.

Accounts gained: Clouds Jeans, Ideal Toy's electronic division, Bisceglia table wines, Sporting House at Enfield. Billings breakdown: Newspapers 15%, magazines 15%, radio 10%, tv 50%, other 10%. Employes: 60.

Hoefer, Dieterich + Brown, San Francisco, reported gross income of $2,135,595 in 1979 on billings of $15,109,874. In 1978, its gross income was $3,431,733 on billings of $24,160,322. Volume in 1979 included $10,810,755 in media, $1,479,454 in materials and services and $2,819,665 in capitalized fees. Its 1978 volume included $17,701,413 in media, $3,339,921 in materials and services and $3,118,988 in capitalized fees.

Accounts gained: Harper & Row, Great North AMC Dealers, Great North Renault Dealers. Lost: Shasta Beverages, Purex Grocery, Hibernia Bank, California AMC Car Dealers. Billings breakdown: Newspapers 17.41%, magazines 12.62%, trade 6.62%, radio 8.24%, tv 54.35%, outdoor 0.76%. Employes: 42.

Agencies with gross income of $1-$5,000,000

J.P. Hogan & Co., Knoxville, Tenn., reported gross income of $1,002,000 in 1979 on billings of $6,680,000. In 1978, the agency had gross income of $930,000 on billings of $6,200,000. Volume in 1979 included $2,124,500 in media, $755,500 in materials and services and $3,800,000 in capitalized fees. Its 1978 volume included $1,950,000 in media, $738,000 in materials and services and $3,512,000 in capitalized fees. The agency has one U.S. subsidiary, Sounds Creative.

Accounts gained: Appalachian National Corp., Cleveland National Bank, It's Inc., Southern Salvage Co., WindowBlanket Co. Lost: Camel Mfg., Chemical Separations Corp., Martin Processing Co. Billings breakdown: Newspapers 3%, magazines 17%, radio 8.5%, tv 10%, outdoor 4%, business papers 24%, farm publications 0.5%, point of sale 0.5%, direct mail 4.5%, other 28%. Employes: 27.

Hood, Hope & Associates, Tulsa, reported gross income of $1,862,046 on 1979 billings of $11,826,335. Its 1978 gross income was $1,793,647 on corrected billings of $10,127,421. Billings in 1979 included $5,500,047 in media and $6,326,288 in capitalized fees. In 1978, billings included $5,057,014 in media and $5,070,407 in capitalized fees.

Accounts added: Dalco Petroleum, Geosource, KELI, Optronics, Sun Gas Co., Telex Computer Products, Video Communications. Accounts lost: KXXO, Miss Jackson's, Vector Properties, Phillips Machinery. Billings breakdown: Newspapers 6%, magazines 24%, radio 4%, tv 31%, outdoor 2%, business press 3%, p.o.p. 2%, other 28%. Employes: 42.

Horton, Church & Goff, Providence, had gross income of $3,489,000 on 1979 billings of $23,259,300. In 1978 its gross income was $3,540,000 on billings of $23,611,801. Volume in 1979 included $10,750,706 in media, $3,849,340 in materials and services, $8,659,254 in capitalized fees. In 1978 volume included $9,751,830 in media, $4,377,906 in materials and services and $9,482,065 in capitalized fees. Billings breakdown: Newspapers 6%, magazines 30%, tv 3%, business press 60%, other 1%. Employes: 104.

Ingalls Associates, Boston, had gross income of $4,600,000 in 1979 on billings of $32,000,000. Its 1978 gross income was $3,900,000 on billings of $27,000,000. The agency's 1979 volume included $18,000,000 in media, $4,000,000 in materials and services, and $10,000,000 in capitalized fees. In 1978 its volume included $15,129,000 in media, $3,200,000 in materials and services and $8,671,000 in capitalized fees.

Accounts gained: Compo Industries, Dennison Manufacturing Co., Financial Federal Savings & Loan (Florida), Gloucester Engineering Guaranty Bank & Trust (Worcester), LTX Corp., Merrill Trust (Maine), C.E. Morgan Co., United Marine Publishing, State of Massachusetts industrial development and tourism.

Lost: Analog Devices, Boston Digital, Helix, Suffolk Downs. Billings breakdown: Newspapers 20%, magazines 10%, radio 27%, tv 20%, outdoor 1%, business papers 20%, transit advertising 1% and Yellow Pages 1%. Employes: 130 in two offices.

Isidore Lefkowitz Elgort, New York, acquired by Della Femina, Travisano & Partners in December, reported gross income of $3,180,000 in 1979 on billings of $21,202,000. In 1978, the agency had gross income of $3,061,894 on billings of $20,412,529. The agency's 1979 volume included $16,000,000 in media and $5,202,000 in capitalized fees. In 1978 its volume included $11,171,254 in media, $2,700,006 in materials and services and $6,541,269 in capitalized fees.

Accounts gained: Equitable Life Assurance Society. Billings breakdown: Newspapers 20%, magazines 18%, radio 10%, tv 60%, business papers 2%. Employes: 30.

John Paul Itta Inc., New York, reported 1979 gross income of $1,605,000 on billings of $10,220,000. Its 1978 gross income was $1,535,000 on billings of $10,100,000. Volume in 1979 included $7,585,000 in media, $1,475,000 in materials and services and $1,160,000 in capitalized fees. Its 1978 billings included $7,550,000 in media, $1,425,000 in materials and services and $1,125,000 in capitalized fees.

Accounts gained: Cosmair, American Bible Society, Aer Lingus. Billings breakdown: Newspapers 9%, magazines 10%, radio 8%, tv 60%, outdoor 1%, business papers 2%, transit 1%, p.o.p. 4%, direct mail 5%. Employes: 16.

Jameson Advertising, New York, reported gross income of $1,230,000 on billings of $8,200,000 in 1979. Its 1978 gross was $1,200,000 on billings of $7,967,000. Its 1979 billings included $3,559,940 in media, $868,175 in materials and services and $3,771,885 in capitalized fees. Its 1978 billings included $3,438,160 in media, $847,000 in materials and services and $3,681,840 in capitalized fees.

Accounts gained: Hearst Corp., direct marketing division, Gotham Audio Corp., *New Shelter*, Mita Copystar America. Lost: Longacre Press, Macmillan Publishing Co.'s Mayflower Books, Early American Society. Billings breakdown: Newspapers 25%, magazines 20%, supplements 3%, radio 14%, tv 7%, business papers 18%, p.o.p. 1%, direct mail 12%. Employes: 26.

Jarman, Spitzer & Felix, New York, reported $109,000 in 1979 net income and gross income of $1,250,630 on billings of $8,853,260 in 1979. Its 1978 net income was $102,000 and gross income was $1,140,000 on billings of $7,600,000. The agency's 1979 volume consisted of $3,702,000 in media, $1,895,300 in materials and services and $3,255,960 in capitalized fees. In 1978, volume included $3,366,000 in media, $1,723,800 in materials and services, $2,390,200 in capitalized fees, $90,000 in non-U.S. billings and $30,000 in non-U.S. materials and services. It operates JSF Public Relations, a subsidiary.

Accounts gained: Buchler Instruments, Durst United States Sickles, Garry Manufacturing, General Machine Co. of New Jersey, Marubeni America, M.M.T.S., Numerax, Ohaus Scale, Pentax Surveying Instruments, Shape Magnetronics. Billings breakdown: Magazines 9%, radio 2%, business papers 42%, direct mail 12%, other 35%. Employes: 36 in two offices.

The Jayme Organization, Cleveland, reported gross income of $1,723,000 in 1979 on billings of $13,883,000. In 1978, gross income was $1,415,000 on billings of $11,447,000. Volume in 1979 included $1,843,000 in media, $1,421,000 in materials and services and $10,619,000 in capitalized fees. Its 1978 volume included $1,506,000 in media, $1,077,000 in materials and services and $8,864,000 in capitalized fees. Jayme has two subsidiaries, Watt-Jayme PR and Strategic Research Center.

Accounts gained: Norton Co.'s chemical process products division and plastics and synthetics division, Parker Hannifin filter division, Avery International reflective materials, Sherwin Williams specialty products division, Case Western Reserve University. Lost: Martin Marietta Master Builders, McDowell-Wellman Co. Billings breakdown: Newspapers 8%, magazines 3%, radio 7%, tv 3%, business papers 77%, p.o.p. 2%. Employes: 40.

Jim Johnston Advertising, New York, reported 1979 gross income of $1,980,000 on billings of $13,208,400. Its 1978 gross of $1,839,000 included $320,250 in non-U.S. income on billings of $12,260,000. Its 1979 billings included $8,900,000 in media, $706,400 in materials and services and $3,602,000 in capitalized fees. In 1978, U.S. billings of $10,125,000 included $4,754,702 in media, $603,336 in materials and services and $4,766,962 in capitalized fees. Its 1978 non-U.S. income included $2,135,000 in capitalized fees.

Accounts gained: Viking Penguin, Westinghouse Broadcasting Co., Playmakers Repertory Co., *The Asian Wall Street Journal Weekly*. Lost: Montauk Yacht Club & Inn, Brazilian Court Hotel. Billings breakoown: Newspapers 35%, magazines 37%, radio 5%, tv 3%, business papers 12%, direct mail 2%, other 6%. Employes: 74, including 32 in two U.S. offices and 42 in three foreign offices.

James Jordan Inc., New York, reported gross income of $4,860,000 on billings of $32,408,000 in 1979, its first full year in business. Its 1979 volume included $24,700,000 in media, $1,225,000 in materials and services and $6,483,000 in capitalized fees.

Accounts gained: Belgian National Tourist Board, Campbell Soup Co., Colombo, Drackett, Eden Toys, Firestone Tire & Rubber, Helene Curtis, International Playtex, Specs International, Welch Foods. Lost: Wheat Nuts. Billings breakdown: Newspapers 6%, magazines 18%, supplements 1%, radio 3%, tv 70%, outdoor 2%. Employes: 45.

Jordan/Tamraz/Caruso Advertising, Chicago, reported gross income of $1,845,000 on 1979 billings of $12,300,000. Its 1978 gross was $1,545,000 on billings of $10,300,000. The agency's 1979 volume included $9,743,000 in media, $1,419,000 in materials and services and $1,138,000 in capitalized fees. Its 1978 volume included $8,610,000 in media, $1,010,000 in materials and services and $680,000 in capitalized fees.

Accounts gained: Daily Southwest Economist Newspapers, First Condominium Development Corp., Kendler Co., Sony Consumer Products Co. midwest region. Billings breakdown: Newspapers 25%, magazines 15%, radio 20%, tv 20%, outdoor 5%, business papers 5%, other (collateral) 10%. Employes: 43.

Juhl Advertising, Elkhart, Ind., had gross income of $1,755,000 in 1979 on billings of $11,700,000. In 1978, gross income was $1,420,400 on billings of $9,419,375. The agency's 1979 volume included $2,500,000 in media, $1,200,000 in materials and services and $8,000,000 in capitalized fees. Its 1978 volume included $2,300,000 in media, $1,700,000 in materials and services and $5,419,375 in capitalized fees.

Accounts gained: IKD Corp., Easy Heat Wirecraft, Cole Products, Uniroyal Industrial. Lost: Everett Piano Co. Billings breakdown: Newspapers 10%, magazines 48%, radio 10%, tv 10%, outdoor 1%, p.o.p. 6%, direct mail 15%. Employes: 62.

KSW&G Advertising, New York, reported gross income of $2,207,734 in 1979 on billings of $14,128,600. In 1978, gross income was $2,636,510 on billings of $15,509,050. Volume in 1979 included $9,840,000 in media, $2,087,500 in materials and services and $2,201,100 in capitalized fees. Its 1978 volume included $10,165,850 in media, $2,675,200 in materials and services and $2,668,000 in capitalized fees.

Accounts gained: Perdo Domecq brandies and sherries; Loews Hotels, Dreyfus-Ashby & Co., Bristol-Myers, Pfizer's Coty. Lost: BSR (USA) Ltd., Olympus Camera. Billings breakdown: Newspapers 10%, magazines 30%, supplements 5%, radio 10%, tv 35%, outdoor 2%, business papers 5%, other 3%. Employes: 40.

Kalish & Rice, Philadelphia, had gross income of $1,665,000 in 1979 on billings of $11,100,000. In 1978, gross income was $1,560,000 on total billings of $10,400,000.

Accounts gained: Armstrong Cork Co., Calico Corners, Great Bay Hotel & Casino. Lost Lionel Leisure. Billings breakdown: Newspapers 24%, magazines 10%, radio 24%, tv 32%, outdoor 10%. Employes: 52.

Kallir, Philips, Ross, New York, a health care communications and marketing agency, reported gross income of $4,604,000 in 1979 on billings of $39,911,000. In 1978, gross income was $4,608,000 on billings of $39,709,000. Volume in 1979 included $8,958,000 in media, $4,540,000 in materials and services and $26,413,000 in capitalized fees. Its 1978 volume included $9,141,000 in media, $6,098,000 in materials and services and $20,470,000 in capitalized fees.

Accounts gained: Janssen Pharmaceutica (Inapsine, Innovar, Monistat i.v., Sublimaze, Vermox), J&J Dental Co. (Miradapt, Nupro Sentry-Seal), J&J Health Care (Reach toothbrush), L'eggs Sheer Energy pantyhose, Merck Sharp & Dohme, Norwich-Eaton Pharmaceuticals, Ortho Pharmaceutical (Ortho Novum 1/35), Ortho Consumer Products (Ortho Personal Lubricant, Ortho creme, Ortho Gynol, Conceptrol, Delfen and Intercept), Upjohn's Loniten, Wallace Laboratories, Wyeth Laboratories. Lost: Avicon's Avitene, Dorsey's Tavist, IBM Biomedical Systems, McNeil Labs' Tylenol with codeine and Tylox. Billings breakdown: Medical journals 58%, direct mail 20%, collateral material 2%, audio-visual education material 20%. Employes: 98.

Henry J. Kaufman & Associates, Washington, reported gross income of $2,000,000 on billings of $15,000,000 in 1979. In 1978, gross income was $1,990,280 on billings of $13,270,785, including non-U.S. income of $42,000 on overseas billings of $280,140. The agency did not break out its 1979 volume. Accounts gained: Chevy Chase Savings & Loan, Mitre Corp., American Management Systems, American Concrete Pipe Assn., U.S. Public Health Service, Columbia Corporate Center, Reinforced Earth Co. Lost: *Nation's Business*, Madison Hotel. Billings breakdown: Newspapers 10%, magazines 15%, radio 20%, tv 35%, outdoor 5%, business papers 5%, transit 2%, p.o.p. 5%, direct mail 3%. Employes: 53 in three offices, two of which are in the U.S.

Kelly Advertising, Lancaster, Pa., reported gross income of $1,078,751 on 1979 billings of $9,839,619. It had gross income of $763,016 on 1978 billings of $6,838,610. The 1979 billings included $1,692,800 in media, $1,264,380 in materials and services and $6,882,439 in capitalized fees. The 1978 billings included $1,226,476 in media, $759,750 in materials and services and $4,852,384 in capitalized fees.

Accounts gained: Pennfield Feeds, Arrow International, Paris Wall, Copes Corn, Weaver Co., Martin Manufacturing, Borger Steel, Multilectric, Electronic Check Services. Lost: Armstrong, Perkins regional, Pappy's regional, Tighe Industries, Drovers Bank.

Billings breakdown: Newspapers 15%, magazines 25%, radio 9%, tv 11%, outdoor 13%, business papers 17%, farm publications 2%, p.o.p. 7%, direct mail 1%. Employes: 27.

Kerker & Associates, Minneapolis, had gross income of $1,730,844 in 1979 on billings of $11,652,296. In 1978, gross income was $1,645,993 on billings of $11,148,282. Its 1979 volume included $5,095,486 in media, $1,184,919 in materials and services and $5,371,891 in capitalized fees. Its 1978 volume consisted of $4,862,905 in media, $1,178,892 in materials and services and $5,106,485 in capitalized fees.

Accounts added: Ideal Security Hardware, Medtronic, Pearson Candy Co., Standex Energy Systems, 3M Co. industrial abrasives division. Employes: 40.

Keyes, Martin & Co., Springfield, N.J., reported gross income of $4,905,110 on billings of $27,372,000 in 1979. Its 1978 gross was $4,893,980 on billings of $26,890,000. It reported $203,000 in 1979 non-U.S. billings. Its 1979 billings included $19,072,900 in media, $2,098,344 in materials and services and $6,200,756 in capitalized fees. Its 1978 billings included $16,126,310 in media, $2,146,380 in materials and services and $8,617,310 in capitalized fees.

Accounts gained: Best Price Stores, Falcon Jet Corp., 1980 U.S. Golf Open, DMC Corp., Val-Pak, Committee for No-Fault Reform. Lost: Wessel Hardware, Mosler Airmatic, Quickie Mfg. Corp. Billings breakdown: Newspapers 35%, magazines 35%, radio 10%, direct mail 10%, other 10%. Employes: 81.

Klemtner Advertising, New York, a subsidiary of Compton Advertising reported gross income of $3,490,000 in 1979 on billings of $26,190,000. In 1978, this health care agency had gross income of $3,270,000 on billings of $23,520,000. Volume in 1979 included $8,000,000 in media, $2,040,000 in materials and services and $16,150,000 in capitalized fees. Its 1978 volume included $6,500,000 in media, $4,620,000 in materials and services and $12,400,000 in capitalized fees.

Accounts gained: Squibb International, Thompson Medical Products, Chesebrough-Pond's new products and Pfizer new products. Billings breakdown: Business papers 50%, p.o.p. 4%, direct mail 10% and other 36%. Employes: 80.

Kobs & Brady Advertising, Chicago, had gross income of $1,825,292 in 1979 on billings of $12,173,139. In 1978, gross income was $1,051,202 on 1978 billings of $7,009,380. Volume in 1979 included $1,748,979 in media, $1,367,341 in materials and services and $9,056,819 in capitalized fees. Its 1978 volume included $3,199,680 in media, $1,075,000 in materials and services and $2,734,700 in capitalized fees.

Accounts gained: General Electric Co., Xerox Corp., Montgomery Ward Good Healthkeeping Club, Ward's Wide World of Travel, Cincinnati Bell Telephone Co., Southern Bell Telephone Co. Lost: Citizens Bank and Trust Co. Bill-

Which one of these agencies would you like to work for?

TED BATES
BBD&O
BENTON & BOWLES
BOZELL & JACOBS
CASE & McGRATH
CUNNINGHAM & WALSH
D'ARCY MacMANUS & MASIUS
DOYLE DANE BERNBACH
WILLIAM ESTY
MARSCHALK
McCAFFREY & McCALL
McDONALD & LITTLE
NEEDHAM, HARPER & STEERS
OGILVY & MATHER
SSC&B
J. WALTER THOMPSON
WARING & LaROSA
YOUNG & RUBICAM

We work for all of these agencies.

Our job, as management consultants, is to find qualified account management, media, market research and sales promotion people for the blue-chip agencies listed above. If your strength is in consumer packaged-goods marketing, you should know our president, Gene Judd. Contact him at

Judd-Falk

124 East 37th Street
New York, N.Y. 10016
Telephone: (212) 686-1500

333 N. Michigan Ave.
Chicago, Ill. 60601
Telephone: (312) 236-7300

Agencies with gross income of $1-$5,000,000

ings breakdown: Newspapers 10%, magazines 27%, supplements 1%, tv 7%, radio 5%, business papers 1%, direct mail 49%. Employes: 40.

Kurtz & Tarlow Co., New York, had gross income of $4,090,000 in 1979 on billings of $31,336,000. In 1978, it had gross income of $2,794,000 on billings of $21,327,000. In 1979, volume included $24,200,000 in media, $2,800,000 in materials and services and $4,336,000 in capitalized fees. The 1978 volume included $15,591,000 in media, $1,309,000 in materials and services and $4,427,000 in capitalized fees.

Accounts added: Pfizer's Coty fragrances, Varig Brazilian Airlines, Squibb's Andrea Raab division, Timex Corp. (projects), Purolator Courier Corp., Consolidated Foods' Tyco Toys, Bristol-Myers (new products), Wilkinson Sword. Resigned: Del Laboratories. Lost: Savings Bank Life Insurance. Billings breakdown: Newspapers 1%, magazines 29%, supplements 5%, radio 1%, tv 64%. Employes: 68.

Martin Landey, Arlow Advertising, New York, had gross income of $4,950,000 in 1979 on billings of $33,000,000, of which $2,000,000 was foreign. In 1978, gross income was $4,500,000 on billings of $30,000,000, of which $3,000,000 was foreign.

Accounts gained: National Bank of N.A., Ship 'N Shore division of General Mills, *Popular Mechanics*, Coty division of Pfizer, New York ADI Oldsmobile Marketing Group, Gucci perfumes (overseas). Lost: Coty's Emeraude and Nuance fragrances. Billings breakdown: Newspapers 10%, magazines 35%, radio 10%, tv 40%, outdoor 2%, business papers 3%. Employes: 70.

Lang, Fisher & Stashower, Cleveland, had gross income of $2,547,000 in 1979 on billings of $16,982,427. In 1978, gross income was $2,300,000 on billings of $15,438,570. Volume in 1979 included $9,886,668 in media and materials and services and $7,095,759 in capitalized fees. Its 1978 volume included $8,987,880 in media and $6,450,690 in capitalized fees. The agency's three subsidiaries, Creative Group, Systems Group and Market Design, are not included in the totals.

Accounts gained: Evenflo, Curtis Industries, Tradin' Times, Arrow Distributing. Billings breakdown: Newspapers 25%, magazines 8%, radio 21%, tv 30%, outdoor 1%, business papers 4%, transit 1%, direct mail 6%, other 4%. Employes: 53.

Larson/Bateman, Santa Barbara, Cal., reported gross income of $2,279,102 on 1979 billings of $15,160,593. Its 1978 gross was $2,119,182 on billings of $13,637,569. The agency's 1979 volume included $11,284,460 in media, $1,727,166 in materials and services and $2,148,967 in capitalized fees. Its 1978 volume was not broken down. Accounts gained: Excel Mineral Co., Fosters Freeze, Santa Barbara Cable TV. Lost: Ajax International, Aroma Taste Foods. Billings breakdown: Newspapers 6.7%, magazines 15.6%, radio 5.6%, tv 66.1%, outdoor 3.9%, business papers 0.8%, other 1.3%. Employes: 53.

Lawler Ballard Advertising, Norfolk, Va., formerly Lawler Ballard Little, reported gross income of $2,696,900 in 1979 on billings of $18,100,620. Its 1978 gross income was $2,680,361 on billings of $17,888,200. Volume in 1979 included $8,279,620 in media, $2,615,400 in materials and services and $7,205,600 in capitalized fees. In 1978, volume included $8,485,500 in media, $3,066,200 in materials and services and $6,336,500 in capitalized fees. Media breakdown: Newspapers 22%, magazines 12%, radio 17%, tv 40%, business press 5%, outdoor 3%, farm publications 1%. Employes: 82 in four offices.

S.R. Leon Co., New York, had gross income of $2,700,000 on media billings of $18,000,000 in 1979, unchanged from 1978. Accounts gained: G.D. Searle, Courtesy Drugs, Brimms' Denture Products, West Cabot Cosmetics, Durham division Stieffel Labs, Formula Desert Dog Tires. Lost: Abbott Laboratories. Billings breakdown: Newspapers 3%, magazines 5%, radio 5%, tv 85%, outdoor 1%, business papers 1%. Employes: 25.

Lerner, King & Associates, New York, reported gross income of $1,415,000 on billings of $12,437,400 in 1979, its first full year in business. The agency's 1979 volume included $11,000,000 in media, $1,350,000 in materials and services and $87,400 in capitalized fees.

Accounts gained: Games Management Services, WMCA Radio, Island Helicopter Corp., Transavionics Corp., Nellen Publishing, A-Drive Corp., Opinion Research Corp., Gem Fancies Inc., Indenbaum & Co., Sharpe Nutritionals, Pro Sports Merchandising, New Island Education Corp. Accounts lost: Ibis Restaurant and Baby Watson Cheesecake. Billings breakdown: Newspapers 10%, magazines 3%, radio 4%, tv 83%. Employes: 20.

Levine, Huntley, Schmidt, Plapler & Beaver, New York, reported gross income in 1979 of $4,217,500 on billings of $31,420,000. It had gross income of $3,740,000 on 1978 billings of $28,002,500. Volume in 1979 included $23,500,000 in media, $1,250,000 in materials and services and $6,670,000 in capitalized fees. In 1978, volume included $22,000,000 in media, $1,000,000 in materials and services and $5,002,500 in capitalized fees.

Accounts gained: New York University, Topps Chewing Gum, Bank Hapoalim. In 1979, the agency went international by establishing affiliations with the West German Wilkens Agency and the French Roux, Sequela, Cayzack & Goudard. Billings breakdown: Newspapers 5%, magazines 15%, supplements 3%, radio 8%, tv 60%, outdoor 3%, business papers 3%, transit 3%. Employes: 65.

Jack Levy & Associates, Chicago, reported 1979 gross income of $1,216,550 on billings of $8,112,100. Its 1978 gross income was $997,000 on billings of $7,060,790. Volume in 1979 included $3,750,000 in media, $827,000 in materials and services and $3,535,100 in capitalized fees. Its 1978 volume included $3,080,000 in media, $480,000 in materials and services and $3,500,790 in capitalized fees.

Accounts gained: Tenex Corp., National Savings, Milwaukee, Norlin Inc. Lost: A.J. Canfield and Club Products Co. Billings breakdown: Newspapers 15%, magazines 19%, radio 5%, tv 42%, business papers 15%, direct mail 4%. Employes: 24.

Lieberman-Harrison, Allentown, Pa., reported net income of $32,942 and gross income of $1,047,000 on billings of $6,890,765 in 1979. In 1978 it had net income of $13,254 and gross income of $835,000 on billings of $5,465,546. Its 1979 billings included $3,089,000 in media, $947,525 in materials and services and $2,854,240 in capitalized fees. Its 1978 billings included $2,589,045 in media, $676,202 in materials and services and $2,200,299 in capitalized fees.

Accounts gained: Commonwealth Telephone, Allen Products, Goodman Co., Sarco. Lost: Saycony Shoe, Follett Corp. Billings breakdown: Newspapers 3%, magazines 48%, radio 2%, tv 1%, outdoor 3%, direct mail 34%, other 9%. Employes: 23.

Liller Neal Weltin, Atlanta, reported gross income of $3,547,535 on 1979 billings of $23,662,058. In 1978 it had gross income of $2,652,307 on billings of $17,686,011. The agency's 1979 volume consisted of $18,255,109 in media, $2,675,871 in materials and services and $2,731,078 in capitalized fees. Its 1978 volume included $13,099,753 in media, $2,023,951 in materials and services and $2,562,307 in capitalized fees.

Accounts gained: Alliancewall, Collins & Aikman (pantyhose), Leadcil, National Coalition to Prevent Shoplifting, Steak 'n Shake (Southeast), Texize's, Wood Plus, Peachtree Doors. Lost: Genesco (shoes), Wrangler Boots, Piedmont Aviation. Billings breakdown: Newspapers 13%, magazines 15%, supplements 1%, radio 13%, tv 51%, outdoor 4%, business papers 3%. Employes: 83.

Loewy Stempel & Zabin, New York, had estimated gross income of $1,125,000 on 1979 billings of $7,400,000. Its 1978 estimated gross was $1,000,000 on billings of $7,250,000. Volume in 1979 included $5,900,000 in media, $900,000 in materials and services and $600,000 in capitalized fees. In 1978, volume included $5,570,000 in media, $900,000 in materials and services and $600,000 in capitalized fees. Billings breakdown: Newspapers 35%, magazines 7%, radio 8%, tv 5%, business papers 25%, farm publications 5%, p.o.p. 3%, direct mail 10%, other 2%. Employes: 24.

Lois Pitts Gershon, New York, reported gross income of $2,305,000 in 1979 on billings of $19,502,000. The agency began operations in July, 1978. Volume in 1979 included $16,200,000 in media and $3,302,000 in capitalized fees. Accounts gained: Bristol-Myers' Vitalis, Dreyfus Corp., *Redbook*, WCBS-TV, Heritage Quilts, Reed Candy Co., Brothers Restaurants, Glemby International Beauty Salons. Lost: *Book Digest*. Billings breakdown: Newspapers 17%, magazines 24%, radio 12%, tv 44%, outdoor 1%, business papers 1%, transit 1%. Employes: 32 in two offices.

Long, Haymes & Carr, Winston-Salem, N.C., reported gross income of $2,105,000 on 1979 billings of $14,042,000. Its 1978 gross was $1,926,500 on billings of $12,850,000. The agency's 1979 volume included $9,380,000 in media, $1,687,000 in materials and services and $2,975,000 in capitalized fees. Its 1978 volume included $8,850,000 in media, $1,285,000 in materials and services and $2,715,000 in capitalized fees.

Accounts gained: Alma Desk Co., C. B. Fleet Co., Douglas Battery Mfg., General Electric outdoor lighting division, Hanes Hosiery new products, Holly Farms, Oakwood Homes Corp. Lost: Today's Girl pantyhose. Billings breakdown: Newspapers and supplements 5%, radio 5%, tv 55%, outdoor 3%, magazines and business papers 15%, other (sales promotion, research, service fees) 17%. Employes: 53.

Lord, Geller, Federico, Einstein, New York, a J. Walter Thompson Co. subsidiary, reported gross income of $3,830,294 in 1979 on billings of $30,226,502. In 1978, gross income was $3,488,540 on billings of $27,212,321. Volume in 1979 included $14,073,480 in media, $4,255,623 in materials and services and $11,897,399 in capitalized fees. Its 1978 volume included $14,534,989 in media, $3,015,830 in materials and services and $9,661,502 in capitalized fees.

Accounts gained: Charles Scribner's Sons, G. H. Bass & Co., International Business Machines (corporate print and radio), Reynolds Metals Co. Lost: STP Corp. Billings breakdown: Newspapers

New mountain on the outside.
New taste on the inside.
BUSCH
Introducing a new Busch Beer. On the outside, there's a bold new label. On the inside, there's a brand new beer. Brighter. Smoother. More refreshing. Born of costly, natural ingredients and brewed the slow, cold natural way. So don't just reach for a beer.
Head for the mountains.

Needham, Harper & Steers, Chicago, is agency for Anheuser-Busch's Busch beer.

Agencies with gross income of $1-$5,000,000

13%, magazines 40%, radio 6%, tv 25%, outdoor 2%, farm publications 4%, transit 2%, direct mail 4%, other (promotion) 4%. Employes: 93.

Lord, Sullivan & Yoder, Marion, O., reported gross income of $2,315,914 in 1979 on billings of $18,201,109. In 1978, gross income was $2,012,664 on billings of $15,439,536. Volume in 1979 included $7,320,742 in media, $2,884,783 in materials and services and $7,995,584 in capitalized fees. Its 1978 volume included $5,767,042 in media, $2,512,116 in materials and services and $7,160,378 in capitalized fees.

Accounts gained: Alply division of Aluminum Corp. of America, Columbus Gas Distribution Cos., E-Z Way System, Prestolite International, First Nation Bank, Iowa Department of Transportation, Kemin Industries, Ripon division of Medalist Industries, Robbins & Myers, Scot Lad Foods, Globe Weis Division of Sheller-Globe, Heatilator fireplace division of Vega Industries, Waterloo Savings Bank, Weitz Construction Co., Hydr-O-Matic division of Wylain, Quarry Teil. Lost: Marlite division of Masonite Corp., ITT Lighting. Billings breakdown: Newspapers 14%, magazines 24%, radio 13%, tv 12%, outdoor 4%, business papers 30%, farm publications 2%, direct mail 0.5%, other 0.5%. Employes: 72 in two offices.

Mace Advertising, Morton, Ill., reported gross income of $1,609,715 on 1979 billings of $17,257,225. The agency had gross income of $2,359,405 on 1978 billings of $23,534,982. The 1979 billings included $9,253,738 in media, $430,557 in materials and services and $7,572,930 in capitalized fees. The 1978 billings included $17,555,923 in media, $228,852 in materials and services and $5,750,207 in capitalized fees.

Account lost: Jos. Schlitz Brewing co-op. Billings breakdown: Newspapers and business papers 50.3%, magazines and farm publications 4%, radio 11.7%, tv 32.5%, outdoor 1.1%, transit 0.4%. Employes: 39 in nine offices.

John Malmo Advertising, Memphis, Tenn., had gross income of $1,321,609 in 1979 on billings of $8,810,777. In 1978, the agency had gross income of $1,054,323 on billings of $7,029,153.

Accounts gained: Day Marine, Delta Life & Annuity, Delta & Pine Land Co. Heil-Quaker, Hudson-Thompson, Lawrin of California, Leader Federal Savings & Loan Assn., Mid-South Regional Blood Center, Rhodes Jennings, Seessel's Treadwell Norris/Cosmopolitan Funeral Chapels, Tibbals Flooring Co. Resigned: First Tennessee National Corp., St. Charles Furniture. Billings breakdown: Newspapers 15%, magazines 20%, radio 10%, tv 40%, outdoor 1%, business papers 5%, farm publications 5%, transit advertising 1%, p.o.p. 1%, direct mail 2%. Employes: 33.

March Advertising, New York, reported gross income of $1,811,470, with U.S. income at $1,631,470, on 1979 billings of $10,918,020. In 1978, its gross income was $1,739,830 on billings of $10,231,650, all in the U.S. U.S. billings in 1979 included $8,065,200 in media, $920,400 in materials and services and $1,090,345 in capitalized fees. Foreign billings of $842,075 from March/Chait & Associates, Toronto, included $50,000 in media, $25,000 in materials and services and $767,075 in capitalized fees. In 1978, billings included $8,150,050 in media, $950,600 in materials and services and $1,131,000 in capitalized fees.

In January, 1979, March, with Vickers & Benson and Lawrence G. Chait, opened March/Chait & Associates, Toronto, a direct marketing agency. Its billings are included in the total.

Accounts gained by March Advertising: National Liberty Insurance Co., MPO Videotronic Projector Corp., Doubleday & Co. (tv), *Mechanix Illustrated*, National Securities & Research Corp.

Lost: Beaton Photo, Funk & Wagnalls, Games Management Services. Billings breakdown: Newspapers 15%, magazines 30%, supplements 10%, tv 30%, direct mail 15%. Employes: 36 in two offices.

Marcus Advertising, Cleveland, had gross income of $1,967,488 on 1979 billings of $13,116,090. Gross income in 1978 was $1,963,810 on volume of $13,092,069. Volume in 1979 included $9,635,799 in media, $575,000 in materials and services, and $2,905,292 in capitalized fees. In 1978, billings included $8,261,349 in media, $600,000 in materials and services and $4,230,720 in capitalized fees.

Accounts added: King Cola (Cleveland), Liqui Lawn, WJW. Billings breakdown: Newspapers 12%, magazines 16%, radio 28%, tv 32%, outdoor 1%, art and production 11%. Employes: 40.

Marketing Support, Chicago, reported gross income of $1,518,000 in 1979 on billings of $14,110,818. In 1978, gross income was $1,088,750 on billings of $9,884,303. Volume in 1979 included $1,168,080 in media, $2,817,145 in materials and services and $10,125,593 in capitalized fees. Its 1978 volume included $1,048,936 in media, $1,573,405 in materials and services and $7,261,962 in capitalized fees.

Accounts gained: A.O. Smith Corp.'s consumer products division, Specialty Products Co., Darling store fixture division, Emerson Electric Co.'s Day-Brite Lighting, Anderson Copper & Brass, Plumbing-Heating-Cooling Information Bureau. Lost: Flygt Corp.'s Grohe division. Billings breakdown: Newspapers 15%, magazines 10%, supplements 15%, radio 10%, tv 15%, outdoor 10%, business papers 20%, p.o.p. 5%. Employes 27.

Marquardt & Roche, Stamford, Conn., had gross income of $1,019,607 in 1979 on billings of $7,300,018. In 1978, gross income was $895,500 on billings of $6,100,000. Volume in 1979 included $1,860,800 in media and $5,439,218 in capitalized fees. Its 1978 volume included $794,000 in media and $5,305,985 in capitalized fees.

Accounts gained: Perkin-Elmer Corp., Can Manufacturers Institute, General Electric. Billings breakdown: Newspapers 10%, magazines 5%, radio 10%, business papers 25%, direct mail 10%, other 40%. Employes: 32.

The Martin Agency, Richmond, Va., had estimated gross income of $2,010,000 in 1979 on billings of $13,400,230. In 1978, estimated gross income was $1,090,000 on billings of $7,310,944. Volume in 1979 included $8,592,796 in media, $1,791,427 in materials and services and $3,016,007 in capitalized fees. Its 1978 volume included $3,970,129 in media, $1,012,051 in materials and services and $2,328,764 in capitalized fees. Billings breakdown: Newspapers 30%, magazines 7%, radio 12%, tv 27%, outdoor 4%, business papers 10%, farm publications 10%. Employes: 55 in two offices.

Marvin & Leonard, Boston, had gross income of $1,050,000 in 1979 on billings of $7,000,000. In 1978, gross income was $1,012,500 on billings of $6,750,000. Billings breakdown: Newspapers 15%, magazines 20%, radio 15%, tv 40%, business papers 10%. Employes: 28.

Mathieu, Gerfen & Bresner, New York, had gross income of $3,225,000 on billings of $21,500,000 in 1979. U.S. income was $2,925,000 and foreign income was $300,000. In 1978, it had gross income of $2,025,000 on billings of $15,670,000, including U.S. income of $1,875,000 and foreign income of $150,000. U.S. billings last year included $15,000,000 in media, $2,500,000 in materials and services and $2,000,000 in capitalized fees. In 1978, billings included $10,500,000 in media, $2,000,000 in materials and services and $1,500,000 in capitalized fees.

Accounts gained: Glenmore's Remy Martin cognac and Greensleeves liqueur. Lost: Wyoming Foundry Studios. Billings breakdown: Newspapers 5%, magazines 30%, supplements 5%, radio 5%, tv 45%, outdoor 5%, transit 5%. Employes: 51.

Maxon Davis, New York, an agency specializing in health care communications, had gross income of $2,100,000 in 1979 on total billings of $12,004,000. In 1978, gross income was $2,320,000 on billings of $12,977,600. Volume in 1979 included $3,600,000 in media, $400,000 in materials and services and $8,004,000 in capitalized fees. Its 1978 volume included $3,516,800 in media, $483,200 in materials and services and $8,977,600 in capitalized fees. Billings breakdown: Medical/professional journals 25%, direct mail 40%, other 35%, (audio-visual 5%, sales man-delivered programs 30%). Employes: 32.

McKinney Inc., Philadelphia, reported gross income in 1979 was $3,148,000 on billings of $22,998,000. In 1978 gross income was $1,984,000 on billings of $13,603,000. Volume in 1979 included $5,870,000 in media, $2,004,000 in materials and services and $15,124,000 in capitalized fees. In 1978, volume included $4,966,000 in media, $1,800,000 in materials and services and $6,837,000 in capitalized fees. Figures for 1979 reflect first full year after the agency acquired Stevens, Kirkland & Kreer, Chicago, and Robinson-Gerrard, Houston.

Accounts gained: Sun Ship, Formation Inc., Improved Plastics Machinery, Century Products, Acme-Cleveland Corp.'s Namco Controls and Namco Leuze, Allen Group's Crown divisions, Motch & Merryweather, Lubrizol, Dayco Corp., Creole Productions Services, Avco Corp.'s diesel and gas turbine divisions, NL Rucker Products, Tex/USS (a Texaco/U.S. Steel joint venture). Lost: United Marine Publishing, Home Savings Bank, Peltron, Mayfran. Billings breakdown: Newspapers 5%, magazines 2%, radio 1% outdoor 1%, business press 87%, p.o.p. 1%, direct mail 3%. Employes: 85 in five offices.

McKinney Silver & Rockett, Raleigh, N.C., posted gross income of $3,531,600 on 1979 billings of $24,961,646. In 1978 the agency reported gross income of $3,365,927 on billings of $22,440,547. The agency's 1979 volume consisted of $19,662,256 in media, $2,911,317 in materials and services and $2,388,073 in capitalized fees. A year earlier its volume consisted of $17,406,387 in media, $2,962,211 in materials and services and $2,071,949 in capitalized fees.

Accounts gained: Piedmont Airlines. Lost: Tile Council of America. Billings breakdown: Newspapers 14%, magazines 21%, radio 11%, tv 43%, outdoor 2%, business papers 9%. Employes: 63.

McKone & Co., Fort Worth, reported gross income of $1,020,000 in 1979 on billings of $6,800,000. In 1978, gross income was $885,000 on billings of $5,900,000. Accounts gained: U.S. Gymnastics Federation, Fort Worth Chamber of Commerce, Tarrant County Buick Dealers Assn. Resigned: Boro Industries, Colonial National Golf Tournament. Employes: 23.

Medicus Communications, health care subsidiary of Benton & Bowles, New York, reported gross income of $4,282,000 on 1979 capitalized billings of $28,561,000. Its 1978 gross income was $4,196,000 on capitalized billings of $27,987,000. It has two U.S. subsidiaries: Science & Medicine Inc. and Cinemed Systems.

Accounts Lost: Burroughs/-Wellcome. Billings breakdown: Medical journals 30%, direct mail 10%, other (sales materials, a/v programs, company-sponsored publications) 60%. Employes: 110 in two offices.

Merling, Marx & Seidman, New York, had net income of $210,000 and gross income of $1,630,000 in 1979 on billings of $8,700,000. In 1978, the agency had net income of $160,000 and gross income of $1,480,000 on billings of $7,335,000. Its 1979 volume included $5,600,000 in media and $3,100,000 in materials and services. Its 1978 volume included $4,635,000 in media and $2,700,000 in materials and services. Billings breakdown: Newspapers 45%, magazines 10%, radio 23%, tv 7%, business papers 15%. Employes: 31.

Miller Advertising, New York, had gross income of $2,200,000 on billings of $15,500,000 in 1979. In 1978, its gross income was $2,000,000 on $14,150,000 in billings. Volume in 1979 included $14,000,000 in media, $200,000 in materials and services and $1,300,000 in capitalized fees. In 1978, billings included $13,000,000 in media, $150,000 in materials and services and $1,000,000 in capitalized fees.

Accounts added: New York State Department of Environmental Conservation, Mercedes-Benz Dealers of Greater New York, New Jersey & Connecticut, Liberty Towers, Bob Seitz Chevrolet and Queens Village Chrysler-Plymouth. Billings breakdown: Newspapers 60%, magazines 3%, radio 15%, tv 15%, outdoor 1%, business press 3%, transit 3%. Employes: 70.

Mills, Fife & MacDonald, Des Plaines, Ill., had gross income of $1,405,000 in 1979 on billings of $7,500,000. In 1978, gross income was $1,255,000 on billings of $7,050,000. Accounts gained: Pillsbury food service division, Avmark Industries, Midwesco Inc., Chicopee converted products division. Resigned: Tabard of America. Billings breakdown: Newspapers 2%, magazines 2%, business papers 44%, direct mail 16%, other (collateral, sales communications, pr, marketing) 36%. Employes: 24.

Mintz & Hoke, Avon, Conn., had estimated gross income of $1,455,000 on 1979 billings of $9,700,000, including $300,000 in non-U.S. billings. Its 1978 estimated gross income was $1,125,000 on billings of $7,500,000. Accounts gained: American Saw & Manufacturing, Loctite, El Fuego Corp., Peterson Steels. Foreign accounts gained: Loctite Canada and Caribbean. Billings breakdown: Newspapers 10%, magazines 9%, supplements 1%, radio 10%, tv 50%, outdoor 2%, business papers 18%. Employes: 45.

Molnar & Associates, Los Angeles, reported gross income of $3,500,000 in 1979 on billings of $6,335,000. The agency reported the same figures for 1978. Volume in both years included $1,900,000 in media, $1,100,000 in materials and services and $3,335,000 in capitalized fees.

Accounts gained: Cool-A-Coo. Lost: Barco. Billings breakdown: Newspapers 10%, magazines 15%, radio 25%, tv 15%, outdoor 25%, transit 10%. Employes: 14.

Howard H. Monk & Associates, Rockford, Ill., reported gross income of $1,373,047 in 1979 on billings of $15,433,311. In 1978, gross was $1,563,925 on billings of $15,951,628. Volume in 1979 included $5,030,103 in media, $1,400,396 in materials and services and $9,002,812 in capitalized fees. Its 1978 volume included $3,928,050 in media, $1,596,200 in materials and services and

Pressure - Sensitive
Letters, Logos & Graphics

33 letter styles ... plastic & foam ... 1/8" or 1" thick ... sizes from 1/4" to 24" ... many colors & finishes ... custom logos & graphics used in exhibits ... photography ... displays ... saves you time and money ... all high quality

SEND FOR FREE CATALOG

SCOTT PLASTICS CO.
P.O. Box 2958
Sarasota, FL. 33578
813-355-5171

Name ....
Company .... Phone ....
Address ....
City .... State .... Zip ....
1AA80

Agencies with gross income of $1-$5,000,000

$10,427,378 in capitalized fees.

Accounts gained: Halsey Taylor division of King-Seeley Thermos Co., Nichols-Homeshield, Firstbanks, Eggo Foods division of Fearn International, Beloit International, Autopoint-Janesville Corp., National Mfg. Co. Billings breakdown: Newspapers 1%, magazines 34%, tv 65%. Employes: 30.

Montgomery & Associates, Philadelphia, had estimated gross income of $1,455,000 on 1979 billings of $9,700,000. In 1978 the agency had an estimated gross income of $1,000,000 on billings of $7,300,000. The agency's 1979 volume included $7,000,000 in media, $900,000 in materials and services and $1,800,000 in capitalized fees. Its 1978 volume included $5,500,000 in media, $800,000 in materials and services and $1,000,000 in capitalized fees.

Accounts gained: Girard Bank retail department, Pro Services, Reckitt & Colman Ltd., Lehigh Valley Farms, American Original Foods.

Account lost: Stokely-Van Camp frozen food division. Billings breakdown: Newspapers 10%, magazines 10%, radio 12%, tv 60%, business papers 8%. Employes: 30.

Muller Jordan Weiss, New York, reported gross income of $3,584,707 in 1979 on billings of $24,566,557, of which $665,000 was foreign. In 1978, gross was $2,946,750 on billings of $20,300,455, of which $550,000 was foreign.

The agency's 1979 U.S. volume included $16,874,660 in media, $4,056,880 in materials and services and $2,970,017 in capitalized fees. Its 1978 U.S. volume included $13,946,000 in media, $3,349,895 in materials and services and $2,454,560 in capitalized fees.

Accounts gained: Allied Mills. Farmers Hybrid (Stanley Blacker, Phoenix Clothes, Oleg Cassini, Hardy Amies and Haspel Bros. obtained through the acquisition of Edward Meyers Associates).

Billings breakdown: Newspapers 3%, magazines 7%, radio 12%, tv 40%, outdoor 2%, business papers 14%, and farm publications 22%. Employes: 90 in three offices, 88 in two U.S. offices.

Needham & Grohmann, New York, had gross income of $1,340,155 in 1979 on billings of $8,310,456. In 1978 the agency had gross income of $1,173,161 on billings of $7,119,620. Its 1979 volume included $5,884,411 in media, $1,588,347 in materials and services and $837,698 in capitalized fees. The agency's 1978 volume included $5,036,166 in media, $1,301,744 in materials and services and $781,710 in capitalized fees.

Accounts gained: Resorts International (Atlantic City & Nassau), Posada Vallarta, N.Y. Botanical Gardens. Resigned: New York Hilton. Billings breakdown: Newspapers 33%, magazines 50%, radio 10%, outdoor 4%, business papers 1%, direct mail 2%. Employes: 40.

Newmark, Posner & Mitchell, New York, had gross income of $1,125,000 in 1979 on billings of $7,500,000. Figures for 1978 were not available.

Accounts gained: Electronics for Medicine, First Jersey National Bank, Hudson Engineering Corp., Kimball Systems, Merrill Lynch Relocation Services, New York State General Services Administration, New York Stock Exchange, Supreme Equipment Corp., Thorobred Chemical, V.I.P. Personnel.

Billings breakdown: Newspapers 85%, magazines 10%, tv 3%, radio 2%. Employes: 36.

North Castle Partners, Greenwich, Conn., reported gross income of $1,700,000 in 1979 on billings of $14,010,000. In 1978, gross income was $1,090,000 on billings of $9,070,000. Volume in 1979 included $2,000,000 in media, $670,000 in materials and services and $11,340,000 in capitalized fees. Its 1978 volume included $1,300,000 in media, $500,000 in materials and services and $7,270,000 in capitalized fees. Accounts gained: Nestle Co. Billings breakdown: Newspapers 2%, magazines 6%, supplements 4%, radio 4%, tv 80%, outdoor 4%. Employes: 37.

Owens & Associates, Phoenix, had gross income of $1,554,000 in 1979 on billings of $10,360,000. Its 1978 figures were not reported. Billings breakdown: Newspapers 12%, magazines 12%, radio 16%, tv 28%, outdoor 10%, business papers 7%, other 15%. Employes: 35 in two offices.

Paragon Cos., Minneapolis, had gross income of $1,963,500 in 1979 on billings of $13,090,300. In 1978, gross income was $1,635,700 on billings of $10,906,500. In 1979, volume included $8,145,000 in media and materials and services and $4,945,300 in capitalized fees. Volume in 1978 included $7,278,000 in media and materials and services and $3,628,500 in capitalized fees.

Accounts gained: Merry Makings, Micro Component Technology and Team Central. Lost: American Medical Systems, Stimtech and Pillsbury Co.'s food service division. Billings breakdown: Newspapers 10%, magazines 7%, radio 8%, tv 50%, outdoor 4%, business press 10%, direct mail 5%, collateral 6%.

Pihas, Schmidt, Westerdahl Co., Portland, Ore., had net income of $57,371 and gross income of $1,096,016 in 1979 on billings of $8,628,268. In 1978, net income was $10,904 and gross income of $773,198 on $6,664,074 in billings. Volume in 1979 consisted of $1,502,733 in media, $1,340,871 in materials and services and $5,784,664 in capitalized fees. Its 1978 volume included $746,287 in media, $760,556 in materials and services and $5,157,231 in capitalized fees.

Accounts gained: Cogan & Associates, Cox Cable, Bennett & Williams, Ward Cook, Wolf Creek Water District, Tradewind Condos, Daon Pacific, Bonneville Power Administration. Lost: Rians Restaurants, Capital Consultants, Nicolai, Lloyd Center Merchants, Keil's, Stevens & Sons Jewelers. Billings breakdown: Newspapers 34%, magazines 10%, radio 8%, tv 23%, business papers 4%, direct mail 10%, other 11%. Employes: 38.

Pinne, Garvin & Hock, San Francisco, reported net income of $381,364 and gross income of $1,350,176 on billings of $11,115,607 in 1979. In 1978, net income was $227,147 and gross income was $783,188 on billings of $6,005,917. Volume in 1979 included $3,698,783 in media, $1,507,064 in materials and services and $5,909,760 in capitalized fees. Its 1978 volume included $1,178,868 in media, $822,348 in materials and services and $4,004,701 in capitalized fees. Accounts gained: Hibernia Bank, Southern Pacific Railway, Data Systems Design, Rapicom Inc., Deutz. Resigned: Paceco, First National Mortgage. Billings breakdown: Newspapers 4%, magazines 21%, radio 5%, business papers 33%, farm publications 4%, direct mail 2%, collateral 31%. Employes: 32.

Poppe Tyson, New York, a division of de Garmo Inc., reported $1,400,000 in gross income on billings of $9,338,000. In 1978, the agency had gross income of $1,150,000 on billings of $7,670,500. Accounts gained: American Chemical Society, Anchor Fasteners, Centcom Ltd., John Chatillon & Sons, Ebasco Services, Formet Technology Corp., Grelcon Inc., St. Joe Minerals Corp., Tornos Bechler U.S. Corp., Zak Inc., Sperry Corp. Lost: Appollo Chemical Co., Sterling Extruder Corp. Billings breakdown: Newspapers 2%, magazines 20%, business papers 50%, collateral 28%. Employes: 37.

Provandie & Chirurg, Boston, reported gross income of $1,813,200 and net income of $48,000 on 1979 billings of $12,773,400. Its 1978 gross was $1,923,400, including net income of $47,700 on billings of $14,199,700. Billings in 1979 included $5,944,200 in media, $1,925,900 in materials and services and $4,903,300 in capitalized fees. In 1978, billings included $7,261,100 in media, $1,616,600 in materials and services and $5,322,000 in capitalized fees.

Accounts gained: Advest, Computer Store, AMF Alcort, Food Warehouse/Big Discount, Hartford Jai Alai, State National Bank of Connecticut, Brine, Savings Bank Life Insurance of Connecticut. Lost: Badger, Prince Spaghetti, Stop & Shop Supermarkets, Vermont Marble. Billings breakdown: Newspapers 18%, magazines 25%, radio 9%, tv 18%, outdoor 1%, business press 26%, farm press 1%, transit 1%, other 1%. Employes: 51 in two offices.

Public Media Center, San Francisco, had gross income of $1,250,000 in 1979 on billings of $8,335,000. In 1978, its gross income was $1,425,000 on billings of $9,501,250. Volume in 1979 included $5,000,000 in media, part of which was donated for public service advertising, and $3,335,000 in capitalized fees. Its 1978 volume includes $7,000,000 in media, also partly donated, and $2,501,250 in capitalized fees.

Accounts gained: Federal Trade Commission, U.S. Department of Labor, National Cancer Institute. Billings breakdown: Newspapers 15%, magazines 25%, radio 20%, tv 20%, outdoor 10%, transit advertising 5%, other 5%. Employes: 10 in two offices.

T.L. Reimel Advertising, Philadelphia, reported gross income of $1,524,800 on billings of $10,199,700 in 1979. In 1978 it reported gross income of $1,372,633 on billings of $8,670,000. Its 1979 volume included $7,432,000 in media, $99,700 in materials and services and $2,668,000 in capitalized fees. Its 1978 volume included $6,417,550 in media, $84,700 in materials and services and $2,167,750 in capitalized fees.

Accounts gained: Gigliotti Corp., Morris J. Cohen & Co., Citizens Bank of New Jersey, John Peters Associates. Lost: Historic Towne of Smithville, N.J. Billings breakdown: Newspapers 45%, magazines 4.5%, radio 29%, tv 14%, outdoor 7% and transit advertising .5%. Employes: 17.

Richard & Edwards, New York, had gross income of $2,025,000 in 1979 on billings of $13,500,000. In 1978, gross income was $1,050,000 on billings of $7,000,000. Accounts gained: Lee Myles Transmissions, Lori Corp., Circus World Stores, MLM Metal Products, Warren Industries. Lost: Oticon Corp. Billings breakdown: Newspapers 2%, magazines 4%, radio 5%, tv 89%.

Richardson, Myers & Donofrio, Baltimore, reported gross income of $2,937,319 on 1979 billings of $18,802,250. Its 1978 gross was $2,409,795 on billings of $14,948,154. The agency's 1979 volume included $13,482,135 in media, $3,583,860 in materials and services and $1,736,254 in capitalized fees. Its 1978 volume included $9,880,000 in media, $3,387,421 in materials and services and $1,680,733 in capitalized fees. Accounts gained: Commercial Credit Co., Sun Papers. Lost: L. R. Nelson Co. Employes: 60 in two offices.

Mel Richman Inc., Bala Cynwyd, Pa., reported gross income of $4,105,000 on 1979 billings of $27,500,000. In 1978 it had gross income of $3,973,600 on billings of $26,500,000. The agency's 1979 volume consisted of $8,500,000 in media, $3,500,000 in materials and services and $15,500,000 in capitalized fees. Its 1978 volume included $5,324,000 in media, $2,500,000 in materials and services and $18,676,000 in capitalized fees.

Accounts gained: Omega Watch Corp., Audemars Piguet, PMA Insurance, Unisource Corp., Downington Inn, Callaway Gardens resort. Billings breakdown: Newspapers 10%, magazines 13%, radio 4%, television 23%, business papers 16%, sales promotion 34%. Employes: 90.

Robinsons Inc., Orlando, Fla., had gross income of $3,350,000 and net income of $301,500 in 1979 on billings of $22,344,000. In 1978 the agency had gross income of $2,800,000 and netted $224,000 on billings of $18,675,750. Its 1979 volume included $1,000,000 in media and $21,344,000 in capitalized fees. Its 1978 volume included $500,000 in media and $18,175,750 in capitalized fees.

Accounts gained; Amelia Island Plantation, Chase Park Plaza Hotel, Daytona Hilton, Grenelefe Resort, Halloran House, National Hotel Management, Palm Beach Hilton, Westwater Hotels. Lost: Anguilla Ministry of Tourism, Aruba Caribbean Hotel, Barbados Ministry of Tourism, Cayman Islands Ministry of Tourism, Dominican Republic Ministry of Tourism, Grand Metropolitan Hotels, Hotel Bonaire, Sand Beach Resort, Tryall Golf & Beach Club. Billings breakdown: Newspapers 30%, magazines 30%, supplements 15%, radio 5%, tv 5%, outdoor 5%, direct mail 10%. Employes: 90 in five offices.

Peter Rogers Associates, New York, reported gross income of $2,185,601 on 1979 billings of $14,825,000. Non-U.S. income was $71,748. Figures for 1978 were not reported. Volume in 1979 included $13,247,388 in media, and $1,074,112 in materials and services. Its 1979 overseas volume included $475,000 in media, and $28,500 in materials and services.

Accounts gained: Alexandra de Markoff cosmetics and fragrance, Billy the Kid, Bill Blass jeans outerwear; EMBA Mink Breeders Assn., Gillette Industries, M. Hoffman & Co., Studio 54 jeans, Saint Tropez West, Samuel Robert fashion. Account gained overseas: Great Lakes Mink Assn., Japan. Billings breakdown: Newspapers 5%, magazines 31%, supplements 1%, radio 3%, tv 52%, outdoor 1%, business papers 4%, transit 1%, p.o.p. 1%, direct mail 1%. Employes: 16.

Rolf Werner Rosenthal, New York, had gross income of $2,892,025 on billings of $19,654,875 in 1979. In 1978 the agency had gross income of $2,149,965 on billings of $16,569,211. Its 1979 volume included $6,992,656 in media, $1,034,802 in materials and services and $11,627,417 in capitalized fees. Its 1978 volume included $9,854,423 in media, $1,174,353 in materials and services and $5,540,435 in capitalized fees.

Accounts gained: American Cyanamid (Piperacillin/Visderm), Lederle Labs (Minocin), Marion Labs (new product), E.R. Squibb & Sons (Corgard). Billings breakdown: Magazines 75%, direct mail 10%, other 15%. Employes: 57.

Albert Jay Rosenthal & Co., Chicago, reported gross income of $3,225,000 on 1979 billings of $21,500,000. In 1978, the agency had gross income of $3,134,948 on $20,899,656 in billings. The agency's 1979 volume consisted of $13,920,555 in media, $2,203,425 in materials and services and $5,376,020 in capitalized fees. Volume in 1978 consisted of $13,624,000 in media, $2,106,406 in materials and services and $5,169,250 in capitalized fees.

Accounts gained: Good Humor Corp., AAMCO Dealers of Chicagoland, Cesarani Inc., J. H. Filbert Inc., Florasynth Inc., Rogers &

YOU NEED APPLETON...
to reach the BETTER HALF
of the Green Bay ADI

Green Bay
★ APPLETON

The 4-county Appleton Metro Market is dominant in the ADI accounting for more than one third of the entire potential a far bigger share than Green Bay's.

The major ADI dailies, The Post-Crescent of Appleton, and the Green Bay Press-Gazette, deliver different segments of the ADI. More important to advertisers — the Post-Crescent delivers the biggest share by far.

	THE POST-CRESCENT	% OF ADI	GREEN BAY PRESS-GAZETTE	% OF ADI
Counties	4		4	
1978 Population	332,400	34%	250,000	26%
1977 Retail Sales	$1,096,590,000	36%	$795,190,000	26%

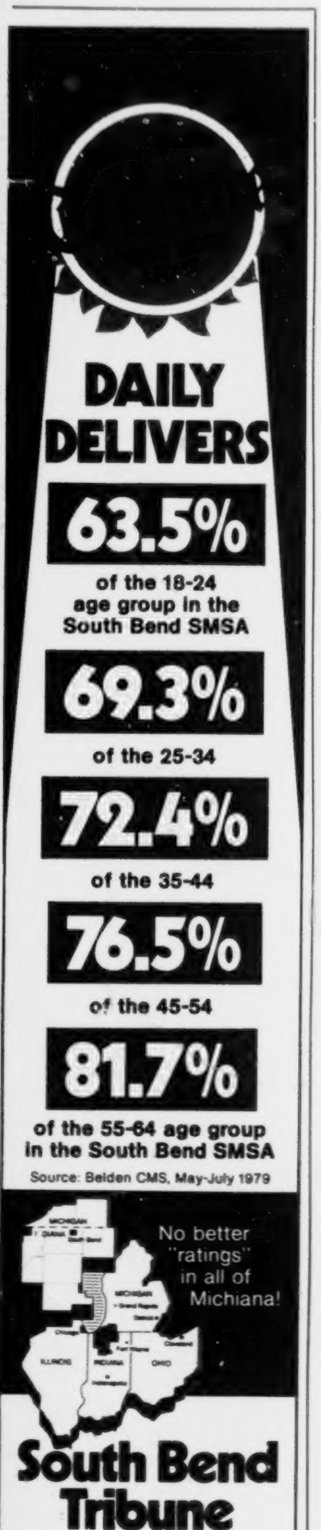
Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee

THE Post-Crescent
Wisconsin's fastest growing daily—now over 51,000
P.O. Box 59 Appleton, WI 54912 414/733-4411

Agencies with gross income of $1-$5,000,000

Holland Jewelers, Sethness Caramel Color, Holland House Brands new products, Keyes Fibre Co., Professional Kitchen. Lost: Galaxy Carpet Mills, Just Pants, Switzer Candy. Billings breakdown: Newspapers 15%, magazines 18%, radio 11%, tv 40%, outdoor 3%, business papers 6%, p.o.p. 1%, direct mail 3%, other 3%. Employes: 95 in two offices.

Ross Advertising, Peoria, Ill., reported gross income of $1,116,683 on billings of $8,262,732 in 1979. In 1978, it reported gross income of $1,047,946 on billings of $7,642,399. Volume in 1979 included $1,580,655 in media, $541,709 in materials and services and $6,140,368 in capitalized fees. Its 1978 volume included $1,480,655 in media, $471,287 in materials and services and $5,690,457 in capitalized fees.


DAILY DELIVERS

63.5%
of the 18-24 age group in the South Bend SMSA

69.3%
of the 25-34

72.4%
of the 35-44

76.5%
of the 45-54

81.7%
of the 55-64 age group in the South Bend SMSA

Source: Belden CMS, May-July 1979

No better "ratings" in all of Michiana!

South Bend Tribune

Albert E. Petersohn, General Advertising Manager
South Bend, IN 46626 · 219/233-6161
Represented by Story & Kelly-Smith, Inc.

No accounts were gained or lost. Billings breakdown: Newspapers 10%, magazines 9%, radio 5%, tv 5%, outdoor 1%, business papers 30%, farm publications 10%, p.o.p. 10%, direct mail 20%. Employes: 32.

Ross Roy/Compton, New York, an affiliate of Compton Advertising, had gross income of $2,001,357 on billings of $12,754,978 in 1979. In 1978 it had gross income of $1,830,000 on volume of $12,221,000. Its billings in 1979 included $10,303,418 in media, $1,805,961 in materials and services and $645,599 in capitalized fees. In 1978, its billings included $7,991,000 in media, $3,658,000 in materials and services and $572,000 in capitalized fees. Accounts added: ITT-Rayonier (corporate) and Arco Polymers.

Chuck Ruhr Advertising, Minneapolis, reported gross income of $1,917,800 on billings of $16,695,900 in 1979. Adjusted gross income was $1,419,200 on billings of $10,889,300 for 1978. Volume in 1979 included $9,704,100 in media, $1,350,800 in materials and services and $5,641,000 in capitalized fees. In 1978, volume included $6,022,600 in media, $1,130,700 in materials and services and $3,736,000 in capitalized fees.

Accounts added: Coca-Cola Bottling Midwest, Sussel Co., Alternative Pioneering, Toro Co., Tuffy's dog food, St. Anthony Main, Continental Hydraulics. Account lost: Sussel Co. Billings breakdown: Newspapers 5%, magazines 14%, radio 18%, tv 50%, outdoor 2%, p.o.p. 1%, direct mail 1%, other 9%. Employes: 54.

SCG Advertising, Overland Park, Kan., reported gross income of $1,500,237 and net income of $43,415 on 1979 billings of $12,306,463. In 1978, gross income of $1,772,070 netted $192,441 on billings of $15,929,533. Its 1979 volume included $1,894,325 in media, $690,220 in materials and services and $9,721,918 in capitalized fees. Its 1978 volume included $2,297,481 in media, $269,194 in materials and services and $13,362,858 in capitalized fees.

Accounts gained: Stokely-Van Camp frozen foods, LaMaur Home Care Products, Hudson Pharmaceuticals. Billings breakdown: Newspapers 5%, magazines 5%, radio 40%, tv 50%. Employes: 32.

STG Marketing Communications, Fairfield, Conn., had gross income of $1,068,605 in 1979 on billings of $7,467,284. In 1978, gross income was $676,916 on billings of $4,651,348. Volume in 1979 included $1,702,961 in media, $450,501 in materials and services and $5,313,822 in capitalized fees. Its 1978 volume included $683,285 in media, $107,300 in materials and services and $3,860,763 in capitalized fees. Accounts gained: Atlantic Wire Co., Moore Special Tool Co., Nomaco Inc., Primary Steel. Lost: Burndy Corp. Billings breakdown: Magazines 55%, radio 5%, tv 2%, p.o.p. 3%, direct mail 10%, other (collateral) 25%. Employes: 22.

The Sackett Group, New Orleans, reported gross income of $312,000 in 1979 on billings of $2,471,214. In 1978, gross income was $165,000 on volume of $1,537,563. Volume in 1979 included $750,300 in media, $225,500 in materials and services and $1,495,414 in capitalized fees. Its 1978 volume included $425,800 in media, $185,300 in materials and services and $926,463 in capitalized fees.

Accounts gained: Campo Appliances, Collectible Arts, Fox Productions, WTIX, Morrison Insurance, Pool Oddshore, Aqua Air Industries, Campo Audio, Better Boating Assn., Carpet Wholesalers. Lost: Overseas Motors, Sherman Homes, Benchmark Construction. Billings breakdown: Newspapers 22%, magazines 5%, radio 27%, tv 32%, outdoor 7%, p.o.p. 4%, direct mail 2%, specialties 1%. Employes: 8.

Sacks & Rosen, New York, reported gross income of $2,520,000 on 1979 billings of $16,800,000. In 1978 it reported gross income of $2,310,000 on billings of $15,400,000. Accounts gained: Fleischmann Distilling (Metaxa, Droste and Cafee Lolita brands), Wallace Silversmiths, and Erwin Pearl. Lost: Trifari Jewelry, Towle Silver. Billings breakdown: Newspapers 5%, magazines 25%, supplements 15%, radio 5%, tv 30%, business papers 5%, direct mail 15%. Employes: 35.

Savitt, Tobias, Balk, New York, had net income of $102,744 and gross income of $2,047,500 on billings of $13,650,000. In 1978, it had net income of $91,776 and gross income of $1,869,500 on billings of $12,430,000. Volume in 1979 included $7,036,700 in billings, $1,210,600 in materials and services and $5,402,700 in capitalized fees. Its 1978 volume included $6,577,300 in media, $1,050,300 in materials and services and $4,802,400 in capitalized fees.

Accounts added: Wendy's Old Fashioned Hamburgers (New York, New Jersey), Palm Beach's Calvin Clothes division, *Quest* magazine, Omnium Publishing. Billings breakdown: Newspapers 12%, magazines 8%, radio 31%, tv 42%, outdoor 2%, business papers 1%, p.o.p. 4%. Employes: 34.

Sawdon & Bess Advertising, New York, which became a Ted Bates & Co. subsidiary in 1979, reported gross income of $4,000,000 on 1979 billings of $30,000,000. A year ago, the agency had gross income of $3,900,000 on billings of $27,000,000. The agency's 1979 volume included $25,700,000 in media, $3,500,000 in materials and services and $800,000 in capitalized fees. Its 1978 volume included $24,000,000 in media, $2,900,000 in materials and services and $100,000 in capitalized fees.

Accounts gained: Pulsar Watches, J. Brannam, Quality Bakers of America, Sterling Optical, Sterling Dental Centers. Lost: Arthur Treacher's Fish & Chips (Philadelphia co-op). Billings breakdown: Newspapers 10%, magazines 10%, radio 15%, tv 65%. Employes: 67 in two offices.

Serino, Coyne & Nappi, New York, a Broadway theater and film agency, reported gross income of $1,244,000 on 1979 billings of $8,296,000. In 1978, gross income was $1,032,000 on billings of $6,878,000. The 1979 billings included $5,918,000 in media, $904,000 in materials and services and $1,474,000 in capitalized fees. The 1978 billings included $5,278,000 in media, $560,000 in materials and services and $1,040,000 in capitalized fees.

Accounts gained: Broadway and off-Broadway shows such as "Elephant Man," "Sweeney Todd," "Romantic Comedy," "Night and Day," "Music Man." Lost: Broadway and off-Broadway shows that closed. Billings breakdown: Newspapers 30%, magazines 2%, radio 7%, tv 55%, outdoor 3%, transit 3%. Employes: 19.

Shaller Rubin Associates, New York, reported gross income in 1979 of $3,650,000 on billings of $24,510,000. Gross income in 1978 was $3,300,000 on billings of $22,180,000. Volume in 1979 included $14,800,000 in media, $4,660,000 in materials and services and $5,050,000 in capitalized fees. In 1978, volume included $13,325,000 in media, $4,320,000 in materials and services and $4,535,000 in capitalized fees.

Accounts gained: Merrell National's Cepacol and Cepastat, Vicks Health Care (new products), Abbott Laboratories' Surbex vitamins, Schenley Industries (new assignments), Swank Inc.'s Flora Danica perfume, Charles of the Ritz International, Sizzler Steak Houses (New York market).

Accounts lost: Posner Laboratories, Morton-Norwich's Chloraseptic and Encare Oval. Billings breakdown: Newspapers 20%, magazines 20%, supplements 5%, radio 20%, tv 35%. Employes: 80.

Sheehy-Dudgeon, Louisville, Ky., had estimated gross income of $1,037,000 in 1979 on billings of $6,917,000. In 1978, estimated gross income was $739,000 on billings of $4,932,000. Volume in 1979 included $5,250,000 in media, $1,000,000 in materials and services and $667,000 in capitalized fees. Its 1978 volume included $3,885,000 in media, $780,000 in materials and services and $267,000 in capitalized fees. Account gained: General Electric-Southeast region. Billings breakdown: Newspapers 17.5%, magazines 7.5%, radio 20%, tv 50%, outdoor 5%. Employes: 30.

Silverman & Mower Advertising, Syracuse, N.Y., reported gross income of $1,908,246 on 1979 billings of $12,857,620. It had gross income of $1,797,832 on 1978 billings of $10,523,067. Its 1979 billings included $3,954,646 in media, $2,563,890 in materials and services and $6,339,084 in capitalized fees. Its 1978 billings included $3,777,267 in media, $2,792,812 in materials and services and $3,952,988 in capitalized fees.

Accounts gained: Agway, Austeel, Crouse-Hinds, Gaylord Library Supplies, Independent Insurance Agents of New York State, Instruments for Cardiac Research, Pizza Hut. Resigned: Crowley Foods, Radisson Development, What's Your Beef restaurants.

Billings breakdown: Newspapers 21%, magazines 4%, radio 13%, tv 23%, outdoor 2%, business papers 15%, p.o.p. 8%, direct mail 14%. Employes: 59 in two offices.

Simons Michelson Zieve, Troy, Mich., reported gross income of $1,500,000 in 1979 on billings of $9,137,000. In 1978, gross income was $1,300,000 on billings of $7,824,000. Volume in 1979 included $7,200,000 in media, $870,000 in materials and services and $1,067,000 in capitalized fees. Its 1978 volume included $6,300,000 in media, $790,000 in materials and services and $734,000 in capitalized fees.

Accounts gained: Jacobson Stores, Bob's Big Boy restaurants Earl Keim Realty, Energy Exposition Show. Billings breakdown: Newspapers 22%, magazines 10%, radio 19%, tv 33%, outdoor 16%. Employes: 42.

Simpson Marketing Communications Agency, Columbus, O., reported gross income of $3,205,973 on 1979 billings of $15,643,820. Its 1978 gross was $2,571,584 on billings of $14,189,705. The agency's 1979 volume included $1,420,716 in media, $3,440,836 in materials and services and $10,782,268 in capitalized fees. Its 1978 volume included $892,397 in media, $1,775,964 in materials and services and $11,521,344 in capitalized fees.

Accounts gained: Ames division, Miles Laboratories, Levitation Casual Wear, Warren-Teed Pharmaceuticals division of Adria Laboratories. Lost: Assurex International, Hilton Inn East, Len Immke Buick. Billings breakdown: Newspapers 4.8%, magazines 13.9%, radio 33.2%, tv 38.5%, outdoor 2.7%, business papers 6.9%. Employes: 35.

Smith/Greenland, New York, reported gross income of $4,800,000 on 1979 billings of $30,000,000. In 1978, gross income was $4,270,000 on billings of $27,800,000. Volume in 1979 included $24,948,800 in media, $2,650,000 in materials and services and $2,401,200 in capitalized fees. Its 1978 volume included $23,218,900 in media, $2,380,000 in materials and services and $2,201,100 in capitalized fees.

Accounts gained: S.A. Schonbrunn & Co. (Savarin and Medaglia D'Oro coffees), Russ Toggs, Spaulding Socks, Maripac International, John Swisher & Son. Lost: Source Securities. Billings breakdown: Newspapers 20%, magazines 19%, radio 10%, tv 33%, outdoor 7%, business papers 3%, direct mail 3%, other 5%. Employes: 100.

Sohigian & Partners, Detroit, reported gross income of $1,350,000 on 1979 billings of $9,000,000. In 1978, the agency had gross income of $1,250,000 on billings of $8,300,000. In 1979, billings included $6,500,000 in media, $1,150,000 in materials and services and $1,350,000 in capitalized fees. In 1978, volume included $6,000,000 in media, $1,300,000 in materials and services and $1,000,000 in capitalized fees. Accounts gained: Wilderness Foods. Lost: Fretten Appliance Centers. Billings breakdown: Newspapers 20%, magazines 10%, radio 15%, tv 43%, outdoor 5%, business press 3%, collateral materials 4%. Employes: 35.

Spiro & Associates, Philadelphia, reported gross income of $3,636,200 on 1979 volume of $25,509,261. Gross income in 1978 was $3,013,200 on billings of $23,299,743. In 1979, billings included $10,084,000 in media, $4,964,700 in materials and services and $10,460,561 in capitalized fees. In 1978, volume included $9,113,200 in media, $4,695,800 in materials and services and $9,490,743 in capitalized fees.

Accounts added: New York Statler, Bally's Park Place casino hotel, Drummond Scientific, WHYY, ARA Services, Subaru of America (pr projects), University of Pennsylvania's Wharton School, Community Home Health Services, Americana Puerto Vallarta, Grossinger's Hotel & Country Club, Scanticon Conference Centers, Penn Mutual Life Insurance, Hersheypark, Hotel Hershey, Pocono Hershey Resort, San Giorgio Macaroni, Procino & Rossi Macaroni, and HBE Corp.'s Adam's Mark, Sheraton West, Sheraton Royal, Sheraton Center and Caribbean Gulf. Accounts lost: Lex Hotels, Butcher & Singer. Billings breakdown: Newspapers 18%, magazines 21%, radio 18%, tv 23%, outdoor 8%, business press 8%, transit 4%. Employes: 70.

Squire, Vargas, Tolpin, Atlanta, had estimated gross income of $1,151,400 in 1979 on billings of $7,676,000. Volume in 1979 included $5,000,000 in media, $675,000 in materials and services and $2,001,000 in capitalized fees. Figures for 1978 were unreported. Accounts gained: AAA World Wide Travel, Ringling Bros. and Barnum & Bailey Circus World, Coca-Cola U.S.A. new products, American Hotel Management Assn., Cordovan Publishing, Tolshire China Co., Super Lube, American Food Systems, Energy Products International, Fenel, International Financial Services. Lost: Hubbard Clothes. Billings breakdown: Newspapers 11%,

Agencies with gross income of $1-$5,000,000

magazines 10%, radio 20%, tv 38%, outdoor 2%, business papers 6%, p.o.p. 2%, direct mail 3% other 8%. Employes: 12.

Stephan & Brady, Madison, Wis., had gross income of $1,502,197 in 1979 on billings of $10,283,395. In 1978, gross income was $1,250,844 on billings of $8,842,645. Volume in 1979 included $3,040,337 in media, $1,315,109 in materials and services and $5,927,949 in capitalized fees. Its 1978 volume included $3,805,424 in media, $1,072,273 in materials and services and $3,964,948 in capitalized fees.

Accounts gained: Wisconsin State Department of Business Development, Shade Information Systems, Thermolyne Corp., General Robotics Corp., ArtCarved Class Rings. Lost: Elaine Powers Figure Salons of Milwaukee, Ohio Medical Products. Billings breakdown: Newspapers 10%, magazines 5%, radio 10%, tv 31%, outdoor 1%, business papers 30%, farm publications 2%, direct mail 5%, other 6%. Employes: 54.

Stern Walters/Earle Ludgin, Chicago, a Ted Bates & Co. subsidiary, reported gross income of $4,322,786 in 1979 on billings of $32,478,262. In 1978, gross income was $4,188,272 on billings of $30,775,263. Volume in 1979 included $19,304,412 in media, $2,799,659 in materials and services and $10,374,191 in capitalized fees. Its 1978 volume included $16,526,029 in media, $3,334,006 in materials and services and $10,915,228 in capitalized fees.

Accounts gained: National Oats, Midway Airlines, Paddock Publications, Golden West Realty. Lost: Dad's Root Beer, Bubble Up Cos. Billings breakdown: Newspapers 7%, magazines 16%, radio 19%, tv 50%, outdoor 1%, business papers 7%. Employes: 75 in two offices.

Stolz Advertising, Clayton, Mo., had gross income of $1,173,728 and net of $53,255 in 1979 on billings of $7,824,853. In 1978, the agency had net income of $69,913 and gross income of $1,026,526 on billings of $7,202,599. Its 1979 volume included $4,666,197 in media, $468,806 in materials and services and $2,689,850 in capitalized fees. Its 1978 volume included $3,985,265 in media, $928,577 in materials and services and $2,288,757 in capitalized fees. Results include those of a subsidiary, Forrestal & Associates.

Accounts gained: Waterford Stoves, Snyder Drug Stores, McDonald's Systems (Columbia/-Jefferson City and Springfield Regional Co-op Assns.). Lost: Schnucks Stores, St. Louis Dr Pepper Bottling, The Liberal Market, Hager Hinge, Kellwood Co., Glendale Group. Billings breakdown: Newspapers 4.3%, magazines 2.4%, radio-tv 83.9%, outdoor-transit 3.1%, business papers 6.3%. Employes: 30 in two offices.

Stone & Simons Advertising, Southfield, Mich., had gross income of $1,585,469 on volume of $8,253,340 in 1979. Gross income in 1978 was $1,498,817 on $7,583,287 in volume. Billings in 1979 included $5,595,475 in media, $974,280 in materials and services and $1,683,595 in capitalized fees. In 1978, billings included $5,545,276 in media, $920,719 in materials and services and $1,117,292 in capitalized fees.

Accounts added: Win Schuler's, Durbin Co. and Brooks Leather. Lost: O'Connor Products. Billings breakdown: Newspapers 17%, magazines 11%, supplements 1%, radio 34%, tv 36%, p.o.p. 1%. Employes: 24.

AREN'T YOU MISSING SOME THING?

The naked truth is if you aren't buying Tallahassee/Thomasville, you're missing a lot of exposure in the Florida and south Georgia market—128,700 households (ARB '79). In fact, Tallahassee alone is ranked 37th in the nation in per household retail buying power.* Now that's a lot of scratch. And the Tallahassee/Thomasville market ranks 6th among the fastest growing metros in the country.** WCTV is your best buy to reach this important market. Here are some bare facts: WCTV has been the number one station in this market for over 24 years, delivering a whopping 53% of the Tallahassee/Thomasville market (ARB Nov. '79). And WCTV has a wide reach of 48 counties in north Florida, south Georgia, and south Alabama as well. And we deliver an important youth market also. In our home metro county, the average age is 24.4.* So if you've got something to sell, expose yourself in the Tallahassee/Thomasville market with WCTV. The station with real coverage.

*Sales Marketing Management Survey—July, 1979

**Sales Marketing Management Survey—October, 1979

If you're not buying Tallahassee/Thomasville, you're missing a lot of Florida, south Georgia, and south Alabama.

6 WCTV
Thomasville Tallahassee
Division of John H. Phipps Broadcasting Stations, Inc.

BLAIR TELEVISION

Swanson, Rollheiser, Holland, Lincoln, Neb., had gross income of $1,722,838 in 1979 on billings of $9,265,000. Volume in 1979 included $4,725,150 in media, $2,130,950 in materials and services and $2,408,900 in capitalized fees. Its 1978 figures were not reported. Accounts gained: Na-Churs Plant Food Co., Savage Arms, Ardans, Warner Communications-Omaha market, Paxton-Vierling Steel Co. Billings breakdown: Newspapers 9%, magazines 22%, supplements 1%, radio 4.5%, tv 13%, outdoor 1.5%, business papers 12%, farm publications 36%, direct mail 1%. Employes: 52 in two offices.

Howard Swink Advertising Agency, Marion, O., reported gross income of $3,401,313 in 1979 on billings of $23,941,293. In 1978, the agency had gross income of $3,426,556 on billings of $23,869,946. Volume in 1979 included $9,751,208 in media, $3,049,404 in materials and services and $11,140,681 in capitalized fees. Its 1978 volume consisted of $10,689,949 in media, $3,017,605 in materials and services and $10,162,392 in capitalized fees.

Accounts gained: Sherex Chemical Co., Central Ohio Economic Development Council, Sheraton by the Sea. Lost: Ranco Inc., New Britain Tool. Billings breakdown: Newspapers 14%, magazines 8%, tv 29%, business papers 42%, farm publications 4%, other 3%. Employes: 81 in two offices.

Symon, Thomas & Hilliard, New York, had gross income of $1,300,000 in 1979 on billings of $20,000,000. In 1978 gross income was $475,000 on billings of $13,500,000. Volume in both years was all in media. Accounts gained: Bic commercial sales and trade advertising; Knickerbocker Toy Co., division of Warner Communications; Lakeridge Assn.; Miller-Morton new products. Billings breakdown: Newspapers 10%, magazines 7%, tv 75%, business papers 8%. Employes: 20

TBWA, New York, reported gross income of $2,250,000 in 1979 on billings of $15,000,000. In 1978, gross income was $1,530,000 on billings of $10,200,000. Accounts added: Anheuser-Busch (Wurzburger Hofbrau), Johnson Products, Pirelli, *Venture*, Ovaltine. Lost: Einstein Moomjy rugs, carpets. Billings breakdown: Newspapers 10%, magazines 30%, radio 5%, tv 55%. Employes: 36.

Don Tennant Co., Chicago, had gross income of $2,194,940 on 1979 billings of $17,383,722. In 1978, its gross income was $1,557,000 on billings of $12,858,000. Its 1979 volume included $13,098,998 in media, $1,614,724 in materials and services and $2,670,000 in capitalized fees. In 1978 its volume included $10,376,000 in media, $1,115,000 in materials and services and $1,367,000 in capitalized fees. Accounts gained: Royal Crown Cola's Nehi division. Billings breakdown: Newspapers 2%, magazines 3%, radio 6%, tv 89%. Employes: 38.

Ted Thomas Associates, Philadelphia, had estimated gross income of $1,895,050 on 1979 billings of $12,633,665. Its 1978 estimated gross income was $1,907,165 on billings of $12,714,569. The agency's 1979 volume included $10,237,932 in media, $543,394 in materials and services and $1,852,339 in capitalized fees. Its 1978 volume included $9,370,883 in media, $595,226 in materials and services and $2,748,460 in capitalized fees.

Accounts gained: Boots Pharmaceutical, Stimtech Inc. division of Johnson & Johnson. Lost: J.B. Lippincott Co. Billings breakdown: Business papers 90%, direct mail 10%. Employes 19.

Tromson Monroe Advertising, New York, had gross income of $1,575,000 in 1979 on billings of $10,500,000. In 1978, gross income was $1,380,000 on billings of $9,200,000. Volume in 1979 consisted of $6,500,000 in media, $1,870,000 in materials and services and $2,130,000 in capitalized fees. Its 1978 volume included $6,220,000 in media, $1,250,000 in materials and services and $1,730,000 in capitalized fees.

Accounts gained: Liberty Travel, Interior Trading Co., *Food & Wine*, Bahama Cruise Line. Lost: Royal Air Maroc.

Billings breakdown: Newspapers 40%, magazines 30%, radio 2%, tv 20%, business papers 4%, transit 2%, direct mail 2%. Employes: 30.

Trout & Ries Advertising, New York, which until July, 1979 was known as Ries Cappiello Colwell, had gross income of $3,905,415 on 1979 billings of $26,036,110. In 1978, the agency posted gross income of $3,704,355 on $24,695,710 in billings. The agency's 1979 domestic volume included $18,463,250 in media, $1,104,600 in materials and services and $6,189,760 in capitalized fees. Its domestic 1978 volume included $16,636,500 in media, $1,095,100 in materials and services and $6,556,610 in capitalized fees. The agency's 1979 overseas volume of $278,500 included $237,000 in media and $41,500 in materials and services. Overseas volume in 1978 of $407,500 included $349,000 in media and $58,500 in materials and services.

Accounts gained: AM International Varityper division, Monsanto Chemical Intermediates Co., RCA Corp. solid state division, Radio Advertising Bureau, Ingersoll-Rand Co. Lost: Baldwin Piano, Kollmorgen Corp. Billings breakdown: Newspapers 18%, magazines 26%, radio 21%, tv 19%, business papers 15%, transit 1%. Employes: 74.

Tucker Wayne & Co., Atlanta, had gross income of $4,200,000 in 1979 on billings of $32,500,000. In 1978, gross income was $3,885,000 on billings of $28,900,000. Volume in 1979 consisted of $24,614,000 in media, $3,870,000 in materials and services and $4,016,000 in capitalized fees. Its 1978 volume included $21,500,000 in media, $3,064,500 in materials and services, $4,335,500 in capitalized fees.

Accounts gained: American Cyanamid agricultural division. Lost: Gallery of Homes, Castleberry's Food Co., Morrison Inc., Doncaster Inc. Billings breakdown: Newspapers 15%, magazines 6%, radio 17%, tv 53%, outdoor 3%, business papers 1%, farm publications 5%. Employes: 104.

Douglas Turner Inc., Newark, N.J., reported total gross income of $1,495,000 on 1979 billings of $9,975,000. Gross income included $7,000 non-U.S. The agency had $1,477,000 in total gross income on 1978 billings of $9,800,000, including $7,000 non-U.S. The figures included the agency's subsidiary, Silton/Turner Inc., Boston.

Accounts gained: Hunter Douglas Vertical Window Blinds, Papa Gino's, Form of Finlandia. Lost: Realty World Massachusetts. Billings breakdown: Newspapers 25%, magazines 5%, radio 15%, tv 20%, outdoor 8%, business papers 25%, transit 2%. Employes: 39 in two offices.

Uniworld Group, New York, reported net income of $409,897 and gross income of $1,863,172 in 1979 on billings of $12,186,998. In 1978, net income was $350,750 and gross income was $1,403,000 on billings of $9,359,000. Volume in 1979 included $9,665,359 in media, $1,072,560 in materials and services and $1,449,079 in capitalized fees. Its 1978 volume included $7,090,374 in media, $1,060,001 on materials and services and $1,208,625 in capitalized fees. Included are results of UniWorld-Maryland.

Accounts gained: ACTION/-Peace Corp./VISTA programs, Dick Gidron Cadillac, Heublein Inc.'s Smirnoff vodka, Inner City Broadcasting Corp., Welch Foods Corp. Lost: Hiram Walker, Gillette Co. Billings breakdown: Newspapers 15%, magazines 35%, supplements 5%, radio 30%, tv 10%, outdoor 5%. Employes: 42 in two offices.

Valentine-Radford, Kansas City, Mo., reported gross income of $3,656,827 in 1979 on billings of $26,648,455. In 1978, gross income was $3,371,204 on billings of $24,309,272. Volume in 1979 included $12,607,000 in media, $4,367,000 in materials and services and $9,674,455 in capitalized fees. Its 1978 volume included $11,915,885 in media, $4,214,267 in materials and services and $8,179,120 in capitalized fees.

Accounts gained: Evergreen Lawn Corp., Gulf Oil Co. adhesives division, State Federal Savings & Loan, Triple-I. Employes: 83.

Van Brunt & Co., New York, reported gross income of $2,335,000, including $585,000 in overseas income, on 1979 billings of $20,780,000, with $8,450,000 in non-U.S. billings. In 1978, gross income was $2,162,250, including $550,000 in foreign income, on billings of $18,754,000, of which $8,000,000 came from overseas. U.S. billings in 1979 included $8,450,000 in media, $1,380,000 in materials and services and $2,500,000 in capitalized fees. In 1978, U.S. billings included $7,419,000 in media, $1,334,000 in materials and services and $2,001,000 in capitalized fees. The agency has one subsidiary, Van Brunt/Schaeffer Public Relations, whose billings are included in the totals.

Accounts gained: French Government Tourist Office, Muzak Corp., French West Indies, ZBW (Baden Wines Cooperative), Robert F. Warner Hotels. Lost: Hertz Car Leasing and Venice Industries. Billings breakdown: Newspapers 20%, magazines 33%, radio 17%, tv 22%, business press 5%, p.o.p. 1%, direct mail 2%. Employes: 45.

Van Leeuwen & Partners, New York, had gross income of $2,550,000 in 1979 on billings of $17,000,000. In 1978, gross income was $2,450,000 on billings of $16,340,000. Volume in 1979 included $9,690,000 in media, $1,840,000 in materials and services and $5,470,000 in capitalized fees. Its 1978 volume consisted of $9,290,000 in media, $1,780,000 in materials and services and $5,270,000 in capitalized fees.

Accounts gained: Savings Bank Life Insurance, *Next*, Creative System Group, China Horizons, Magnificent Doll. Lost: American Chain & Cable. Billings breakdown: Newspapers 22%, magazines 31%, supplements 1%, radio 2%, tv 39%, business papers 5%. Employes: 55 in two offices.

VanSant, Dugdale & Co., Baltimore, reported gross income of $3,679,640 in 1979 on billings of $24,530,935. In 1978, the agency re-

Agencies with gross income of $1-$5,000,000

ported gross income of $3,225,410 on billings of $21,502,700. Its 1978 volume included $17,018,401 in media, $3,568,307 in materials and services and $3,944,227 in capitalized fees. Its 1978 volume included $15,977,841 in media, $3,238,886 in materials and services and $2,285,973 in capitalized fees.

Accounts gained: General Business Services, Maryland State Department of Economic and Community Development, Tile Council of America, Westinghouse Electric Corp. Defense and Electronics Systems division. Accounts lost: Central Savings Bank, Sunpapers. Billings breakdown: Newspapers 10%, magazines 40%, radio 10%, tv 30%, business papers 10%. Employes: 89 in two offices.

Venet Advertising, New York, reported gross income of $4,371,600 on billings of $32,431,000 in 1979. Its 1978 gross income was $3,000,000 on billings of $20,000,000. The agency noted that figures for the two years are not comparable due to a change in the method of reporting. In 1979, billings included $18,218,000 in media, $5,557,000 in materials and services and $8,656,000 in capitalized fees.

Accounts gained: Pulco's Mfg., Plakadent International, Spencer Gifts, Johanna Farms lacto milk products and La Yogurt. Lost: Dellwood Dairies. Resigned: Rickel Home Centers, Tuscan Dairies. Billings breakdown: Newspapers 15%, magazines 5%, supplements 5%, radio 15%, tv 52%, outdoor 1%, business press 1%, transit 1%, other 5%. Employes: 115 in two offices.

Vicom Associates, San Francisco, reported gross income of $1,552,225 in 1979 on billings of $15,451,636. In 1978, gross income was $1,126,920 on billings of $13,816,279. Volume in 1979 included $3,654,717 in media, $2,904,829 in materials and services and $8,892,090 in capitalized fees. Its 1978 volume included $3,656,567 in media, $3,188,355 in materials and services and $6,971,357 in capitalized fees. It has one subsidiary, Vicom East.

Accounts gained: Flexeril for MSD; Ludiomil for Ciba-Geigy. Lost: Cutter Biological, Drake Willock. Billings breakdown: Magazines 50%, direct mail 10%, other 40%. Employes: 36.

Warner, Bicking & Fenwick, New York, reported 1979 gross income of $1,784,348 on billings of $11,808,584. In 1978, gross income was $1,539,235 on billings of $10,178,342. Billings in 1979 included $3,455,000 in media, $515,000 for materials and services and $7,838,584 in capitalized fees. In 1978, billings included $3,000,000 in media, $490,000 for materials and services and $6,688,342 in capitalized fees.

Accounts gained: Onkyo U.S.A., Information Builders. Billings breakdown: Newspapers 5%, magazines 30%, supplements 1%, radio 20%, outdoor 1%, business papers 25%, transit advertising 2%, p.o.p. 11%, direct mail 5%. Employes: 21.

Warren, Muller, Dolobowsky, New York, reported gross income of $4,650,000 on billings of $31,000,000 in 1979. Its 1978 gross also was $4,650,000 on billings of $30,000,000.

Accounts gained: Winer Manufacturing Co., Stratojac Men's Outerwear, Arthur Treacher Restaurants, Pan Foods, Pitts Inc. Lost: Comark Plastics, Bonded Oil Co. Billings breakdown: Magazines 12%, radio 10%, tv 68%, outdoor 2%, business papers 8%. Employes: 50.

Weber Cohn & Riley, Chicago, had gross income of $1,685,000 on 1979 billings of $11,125,650. In 1978, the agency reported gross income of $1,220,000 on billings of $8,160,110. Volume in 1979 included $6,100,000 in media, $723,500 in materials and services and $4,302,150 in capitalized fees. In 1978, volume included $4,150,000 in media, $455,000 in materials and services and $3,555,110 in capitalized fees.

Accounts gained: Northwestern Golf Co., Old Chicago Amusement Park, WKQX-FM, Moroccan Government Tourist Office, Ice Capades (Chicago). Lost: Maywood Park Race Track.

Billings breakdown: Newspapers 30%, magazines 5%, supplements 3%, radio 10%, tv 35%, outdoor 1%, transit advertising 1%, other (collateral, fees) 15%. Employes: 31.

Weekley & Penny, Houston, reported gross income of $1,725,122 on 1979 billings of $14,209,363. Its 1978 gross income was $1,661,117 on billings of $13,640,873. Volume in 1979 included $4,534,814 in media, $1,703,059 in materials and services and $7,971,490 in capitalized fees. In 1978, volume included $4,487,405 in media, $1,412,620 in materials and services and $7,740,848 in capitalized fees.

Accounts gained: KHOU-TV, Texas Renaissance Festival. Lost: Foleys' Austin, Porta-Kamp, Forest Park, Reed American, Reed Rock Bits. Billings breakdown: Newspapers 17%, magazines 35%, radio 2%, tv 19%, outdoor 7%, business press 3%, other 17%. Employes: 44.

Weightman Inc., Philadelphia, reported gross income of $4,050,000 on billings of $27,000,000 in 1979, all in media. In 1978 gross income was $4,500,000 on $30,000,000 in media billings.

Accounts gained: Abbotts Dairies, Signal Financial Corp., United Gilsonite Corp. Billings breakdown: Newspapers 6%, magazines 5%, radio 4%, tv 74%, business press 5%, other 6%. Employes: 85.

Wesson & Warhaftig, New York, had gross income of $3,020,000 in 1979 on billings of $20,338,000. In 1978, gross income was $2,950,000 on billings of $19,600,000. Volume in 1979 consisted of $6,700,000 in media, $4,300,000 in materials and services and $9,338,000 in capitalized fees. In 1978 volume included $6,600,000 in media, $4,000,000 in materials and services and $9,000,000 in capitalized fees. The agency has one U.S. subsidiary, OmniScience.

Accounts gained: Roche Laboratories new products. Billings breakdown: Medical journals 49%, direct mail 27%, other (detailing sales material, special projects, audio-visual, conventions) 24%. Employes: 55.

Widerschein/Strandberg & Associates, Toledo, had gross income of $1,461,717 on billings of $10,177,472 in 1979. Gross income in 1978 was $1,365,686 on billings of $9,655,499. Volume in 1979 included $1,347,437 in media, $1,313,585 in materials and services and $7,516,450 in capitalized fees. In 1978, volume included $1,292,888 in media, $1,355,583 in materials and services and $7,007,028 in capitalized fees.

Accounts gained: Simplex, Schindler-Haughton. Account lost: Doehler-Jarvis. Billings breakdown: Newspapers 3%, magazines 60%, radio 4%, tv 22%, outdoor 1%, Yellow Pages 10%. Employes: 48.

Edwin Bird Wilson Inc., New York, reported gross income of $2,150,000 and net income of $110,000 on 1979 billings of $15,144,286. In 1978, gross income was $1,634,800 and net income was $80,000 on billings of $11,314,411.

When a man's into flying, he's

Ziff-Davis Network men are prime examples.

Whether they're touching down gently on a weed-patched strip, or mastering a tricky slope, or freezing a darting image on film… their intense involvement is a clear reflection of their need to get the most out of life. Now.

These are men who pursue performance and excellence, and willingly invest their money to achieve it. Not only in their leisure activities, but on all those quality products and services that add up to the good life.

For example if you bought Flying, Popular Photography and Skiing, you'd get a greater concentration of men who own an imported car, drank any wine in the past month or took a foreign air trip since 1973 than Playboy, Newsweek, Esquire, Time, Sport, Penthouse, Sports Illustrated or U.S. News.

To reach these upscale customers, the Network offers 99 combinations of three or more magazines with a total audience of 10 million men° who have what it takes to buy what you're selling: 72% are in the acquisitive 18-34 age group; 50% have

Agencies with gross income of $1-$5,000,000

In 1979, volume included $9,459,257 in media, $2,657,681 in materials and services and $3,027,348 in capitalized fees. Volume in 1978 included $7,955,848 in media, $1,645,841 in materials and services and $1,712,722 in capitalized fees.

Accounts gained: Baccala & Shoop, Lionel D. Edie Corp., National Bank of New Jersey, United States Banknote Corp., Thomas Cook, New York. Lost: Citizens First National Bank. Billings breakdown: Newspapers and magazines 90%, radio and tv 7%, outdoor 3%. Employes: 54.

Winius-Brandon, Houston, reported gross income of $1,494,245 and net income of $85,222 on 1979 billings of $9,142,605. Its 1978 gross income was $908,160 and net income was $49,143 on billings of $6,337,430. Billings in 1979 included $5,970,200 in media, $1,680,940 in materials and services and $1,491,465 in capitalized fees. Its 1978 billings included $3,875,120 in media, $1,450,805 in materials and services and $1,011,505 in capitalized fees.

Accounts gained: Brennan's Restaurant, Houston First Savings Assn., British Caledonian Airways, Greater Houston McDonald's Operator's Assn., L.A. Frey & Sons Meat Co., Jay Marks Imports. Lost: Home Marketing of America, Palais Royal. Billings breakdown: Newspapers 11%, magazines 8%, radio 21%, tv 52%, outdoor 8%. Employes: 40.

Jack Wodell Associates, San Francisco, had estimated gross income of $1,591,000 on 1979 billings of $10,610,563. In 1978 the agency had an estimated gross income of $1,800,000 on billings of $12,156,989. Volume in 1979 consisted of $7,673,781 in media, $87,758 in materials and services and $2,849,024 in capitalized fees. In 1978 the agency's volume included $8,723,784 in media, $172,195 in materials and services and $3,261,010 in capitalized fees.

Accounts gained: Channel 6, Dickens Christmas Fair, Marquee Subscription TV, Renaissance Pleasure Faire, Video Cinema Center. Billings breakdown: Newspapers 39%, magazines 2%, radio 18%, tv 27%, outdoor 3%, transit 2%, direct mail 1%, other 8%. Employes: 39.

Ed Yardang & Associates, San Antonio, reported gross income of $1,557,408 and net income of $81,132 on 1979 billings of $10,041,308. Gross income in 1978 was $707,861 and net income was $55,844 on billings of $7,624,793. Its 1979 volume included $2,784,444 in media, $1,033,561 in materials and services and $6,223,303 in capitalized fees. Volume in 1978 included $2,532,941 in media, $827,001 in materials and services and $4,264,851 in capitalized fees.

Accounts gained: La Mansion Hotels, Coors Beer Hispanic advertising, Bacardi Rum Hispanic advertising, Kraft Foods Hispanic, Kleberg National Bank, WOAI Radio, Macey for Mayor, National Republican Committee (Hispanic research). Lost: Envair Corp., U.S. Home and Big Sam Building Supplies. Billings breakdown: Newspapers 9%, magazines 36%, radio 20%, tv 20%, outdoor 6%, business papers 1%, farm publications 6%, p.o.p. 1%, direct mail 1%. Employes: 44.

Zimmer-McClaskey-Lewis, Louisville, Ky., reported gross income of $2,650,000 in 1979 on billings of $18,000,000. In 1978, gross income was $2,150,000 on billings of $15,796,850. Volume in 1979 included $8,496,157 in media, $1,813,393 in materials and services and $7,690,450 in capitalized fees. Its 1978 volume included $7,648,425 in media, $775,000 in materials and services and $7,373,425 in capitalized fees.

Accounts gained: Chateau Creek, Citizens Fidelity Bank & Trust Co., Commonwealth of Kentucky (various departments), Communications Properties, Kentucky Fair & Expo Center, Morgantown Bank, Patterson Enterprises, Wallpapers NOW. Lost: Louisville Trust Bank. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, tv 20%, outdoor 3%, business papers 5%, other (marketing and sales promotion) 37%. Employes: 70.

Agencies grossing less than $1,000,000

Abell-Rifkin Advertising, Chicago, had net income of $10,800 and gross income of $180,000 in 1979 on billings of $1,020,000. In 1978, net income was $8,100 and gross income was $135,000 on billings of $765,000. Volume in 1979 included $650,000 in media, $250,000 in materials and services and $120,000 in capitalized fees. Its 1978 volume included $487,500 in media, $187,500 in materials and services and $90,000 in capitalized fees.

Accounts gained: D&L Office Furniture, New Generation Foods, Wisco Industries. Lost: Atlantis Realty. Billings breakdown: Newspapers 10%, magazines 20%, radio 20%, tv 15%, outdoor 5%, business papers 20%, transit 5%, direct mail 5%. Employes: 7.

Ackerman Advertising, Greenvale, N.Y., reported gross income of $520,000 on 1979 billings of $3,643,540. Its 1978 gross was $450,000 on billings of $3,163,510. Billings in 1979 included $3,100,000 in media, $130,000 in materials and services and $413,540 in capitalized fees. In 1978, billings included $2,700,000 in media, $110,000 in materials and services and $353,510 in capitalized fees. Account gained: Avis Rent A Car (used cars). Billings breakdown: Newspapers 25%, magazines 7%, supplements 7%, radio 30%, tv 18%, outdoor 5%, business press 4%, transit 2%, p.o.p. 2%. Employes: 15.

Adair Associates/Advertising, Atlanta, had gross income of $519,640 in 1979 on billings of $2,758,058. In 1978 the agency had gross income of $430,347 on billings of $1,905,131. Its 1979 volume included $48,146 in media, $1,535,959 in materials and services and $1,173,953 in capitalized fees. Its 1978 volume included $49,477 in media, $1,029,648 in materials and services and $826,006 in capitalized fees.

Accounts gained: Woodkraft division, GA Kraft, Superior Steel. Billings breakdown: Newspapers 18%, trade magazines 42%, radio 29%, tv 5%, outdoor 6%.

Kelly Adams Advertising, York, Pa., reported gross income of $33,222 on 1979 billings of $344,075. Its 1978 gross was $32,853 on billings of $332,746. The agency's 1979 volume included $159,167 in media, $64,061 in materials and services and $120,847 in capitalized fees. Its 1978 volume included $165,845 in media, $58,547 in materials and services and $108,354 in capitalized fees. Billings breakdown: Newspapers 50%, radio 30%, tv 10%, outdoor

into living.

$20,000 + household incomes; 27% hold professional/managerial positions.

Shouldn't your advertising take advantage of this opportunity? Call your local Z-D Magazine Network salesman, or Advertising Director Jim Kopper. (212) 725-7606.

Source: 1978 79 Simmons. °Gross Audience

The Ziff-Davis Magazine Network

To the good life

Ziff-Davis Publishing Co One Park Ave New York N Y 10016

Boating
Cycle
PHOTO
SKIING

Agencies with gross income under $1,000,000

5%, business papers 5%. Employes: 3.

Adams, Rickard & Mason, Glastonbury, Conn., reported gross income of $394,315 on 1979 billings of $2,628,765. U.S. gross income in 1978 was $223,664 on billings of $1,717,603. Volume in 1979 included $980,903 in media, $300,576 in materials and services and $1,347,286 in capitalized fees. In 1978, volume included $404,200 in media, $225,966 in materials and services and $1,087,437 in capitalized fees. Accounts gained: Stanley Works, Vermont Tap & Die, Savings Bank of Manchester. Billings breakdown: Newspapers 17%, magazines 24%, radio 5%, tv 5%, outdoor 3%, business press 42%, other 4%. Employes: 12.

Adelante Advertising, New York, reported gross income of $750,000 on billings of $5,000,000 in both 1979 and 1978. Accounts gained: UMZ Inc. (Aguardiente Antioqueno, Ron Medellian rum and Cafe Colombia), Coffee Holding Co. (Cafe Caribe), S&H Green Stamps and Offshore Corp. Services. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, tv 35%, outdoor 5%, transit 10%, p.o.p. 5%. Employes: 15.

Adler, Schwartz, Englewood Cliffs, N.J., had gross income of $795,576 in 1979 on billings of $4,706,296. Gross income in 1978 was $775,060 on billings of $3,819,400. Billings in 1979 consisted of $296,820 in media, $455,900 for materials and services and $3,953,576 in capitalized fees. Billings in 1978 included $280,400 in media, $416,000 for materials and services and $3,123,000 in capitalized fees.

Accounts gained: Trans Freight Lines, Becker of North America, Volkswagen of America (special projects), Keene Lighting. Accounts lost: Benzel-Busch Motor Car Corp. (Mercedes-Benz dealer). Billings breakdown: Sales promotion 50%, newspapers 10%, business press 40%. Employes: 16.

Admark Advertising, Mason City, Ia., reported gross income of $123,212 on 1979 billings of $785,656. Its 1978 gross income was $113,025 on billings of $711,395. The agency's 1979 volume included $245,587 in media, $68,767 in materials and services and $471,302 in capitalized fees. Its 1978 volume included $154,430 in media, $88,037 in materials and services and $468,928 in capitalized fees.

Accounts gained: AGRIcareers, DeWolf Equipment, Iowa Egg Council, Kiefer-Built Trailers, Mid:Com, Trouser Works, Westcott Industries. Lost: Hamilton Business College, Larson Windows & Doors. Billing breakdown: Newspaper 5%, radio 25.8%, tv 27.7%, outdoor 2.5%, business papers 11.2%, farm publications 11.1%, p.o.p. 1.5%, direct mail 3.2%, other 12%. Employes: 7.

The Advertising Workshop, New York, reported net income of $42,118 and gross income in 1979 of $597,925 on billings of $3,986,721. In 1978, net income was $34,005 and gross income was $547,017 on billings of $3,647,280. Volume in 1979 included $2,176,180 in media, $689,981 in materials and services and $1,120,560 in capitalized fees. Its 1978 volume included $2,013,259 in media, $633,521 in materials and services and $1,000,500 in capitalized fees.

Accounts gained: Christain Dior Furs, USA Update, LBT Industries, Kelly Slax. Lost: Bentley Lighter Corp. Billings breakdown: Newspapers 10%, magazines 40%, radio 20%, tv 10%, business papers 10%, other 10%. Employes: 12.

Allen Advertising, Atlanta, had gross income of $137,600 on 1979 billings of $863,000. In 1978, it had $157,033 gross income on billings of $620,102. Accounts gained: Wachovia Mortgage Co., United Carpets, Brass Key Restaurant, Ravines Golf Club, McCumber Landscaping. Lost: Journey's End Hotel, Presidential Realty. Billings breakdown: Newspapers 40%, magazines 15%, radio 20%, tv 15%, outdoor 5%, direct mail 5%. Employes: 5.

Allyn Associates, Manchester, N.H., had estimated gross income of $240,000 on billings of $1,600,000 in 1979. Gross income for 1978 was estimated at $210,000 on billings of $1,400,000.

Accounts gained: Treisman's Catalog Showrooms, Stove Barn, Maine State Lottery, Plymouth Guaranty Savings Bank. Billings breakdown: Newspapers 30%, magazines 5%, radio 45%, tv 5%, outdoor 5%, business papers 5%, p.o.p. 5%. Employes: 12 in 2 offices.

It is more important
to reach the people who count
than to count
the people you reach.

association

TARGETED MARKETING MEDIUM

A cost effective alternative for your marketing mix.
Consider it. Call Jack Lusk at (212) 935-4222.
Association Films, Inc., 866 Third Ave., NY 10022

Aloysius, Butler & Clark, Wilmington, Del., reported net income of $30,693 and gross income of $216,017 in 1979 on billings of $1,112,134. In 1978, net income was $40 423 and gross income was $236,798 on billings of $1,889,211. Volume in 1979 included $369,577 in media, $199,446 in materials and services and $543,111 in capitalized fees. Its 1978 volume included $560,824 in media, $181,554 in materials and services and $1,146,832 in capitalized fees.

Accounts gained: Continental American Life Insurance, Methods Engineering Co., Delaware Motor Sales, Wilmington Plastics Co., Eastern Shore Gas Co., American Dental Corp., Delaware Steel Corp. Lost: Delaware Trust Co., Home Federal Savings & Loan, Plymouth Rubber Co., Angersteins, Everfast Mills. Billings breakdown: Newspapers 25%, magazines 16%, radio 8%, business papers 20%, p.o.p. 7%, pr 24%. Employes: 9.

Amsterdam Advertising, Reading, Mass., reported gross income of $69,629 on billings of $442,166 in 1979. In 1978 the agency had $75,211 in gross income on billings of $478,316. Its 1979 billings included $213,252 in media, $73,642 in materials and services and $155,272 in capitalized fees. Its 1978 billings included $219,381 in media, $84,441 in materials and services and $174,494 in capitalized fees.

Accounts gained: SGS-ATES Semiconductor Corp., Krohn-Hite Corp., Gilway Technical Lamp, Semiconductor Circuits, Hottinger-Baldwin Measurements, Frequency & Time Systems. Lost: Rainin Instruments, Hayden Publications, ITT Components. Billings breakdown: Business papers: 100%. Employes: 2.

Amundsen/Clark, Lakewood, O., in its first full year of operation, reported gross income of $299,778 in 1979 on billings of $2,031,790. Its volume included $354,734 in media, $217,407 in materials and services and $1,459,649 in capitalized fees. Accounts gained: Diamond Shamrock, swine health program, Forberg Scientific, Parker Hannifin fluid connector group. Billings breakdown: Newspapers 2%, business papers 80%, p.o.p. 3%, direct mail 15%. Employes: 5.

Norman R. Anderson & Associates, San Antonio, Tex., reported gross income of $60,000 on $400,000 in 1979 billings. In 1978, its gross income was $52,500 on $350,000 in billings. Accounts added: JDR Construction Co. and Vancom Inc. The agency lost Aerofoam Industries. Billings breakdown: Newspapers 30%, tv 30%, magazines 10%, business press 20%, direct mail 10%. Employes: 5.

Anesh, Viseltear, Gumbinner, New York, reported gross income of $218,175 on 1979 billings of $1,454,750. Its 1978 gross was $429,310 on billings of $3,001,322. The agency's volume included $618,000 in media, $336,500 in materials and services and $500,250 in capitalized fees. Its 1978 volume included $1,520,121 in media, $854,193 in materials and services and $627,008 in capitalized fees.

Accounts gained: American Express, Dandy Gum, *Houston* magazine, The Leadership Network, Mississippi Publishers, Prelude Inc. Accounts lost: *International Review of Food & Wine*, Owen Laboratories. Billings breakdown: Newspapers 12%, magazines 28%, supplements 10%, radio 12%, tv 24%, business papers 14%. Employes: 11.

The Answer Group, Reading, Pa., has estimated gross income of $163,000 in 1979 on billings of $1,104,451. In 1978 it had gross income of $165,000 on billings of $1,120,480. Its 1979 volume included $100,000 in media, $35,000 in materials and services and $969,451 in capitalized fees. Its 1978 volume came from $100,000 in media, $60,000 in materials and services and $960,480 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 10%, radio 5%, direct mail 10%, outdoor 10%, other 40%. Employes: 8.

Ward Archer & Associates, Memphis, reported net income of $63,049 and gross income of $782,772 in 1979 on billings of $5,447,985. In 1978, net income was $29,900 and gross income was $565,073 on billings of $3,767,296. Volume in 1979 included $2,222,617 in media, $749,142 in materials and services and $2,476,226 in capitalized fees. Its 1978 volume included $2,072,777 in media, $556,367 materials and services $1,138,152 in capitalized fees.

Accounts gained: Helena Chemical Co., Humko/Sheffield, Raifords. Lost: Delta Pine & Land. Billings breakdown: Newspapers 15%, magazines 10%, radio 22%, tv 20%, outdoor 2%, business papers 8%, farm publications 18%, transit 3%, p.o.p. 1%, direct mail 1%. Employes: 27.

Donald L. Arends Inc., Oak Brook, Ill., reported gross income of $755,200 in 1979 on billings of $5,037,200. In 1978, gross income was $655,600 on billings of $4,418,700. Volume in 1979 included $1,243,700 in media, $2,285,400 in materials and services and $1,508,100 in capitalized fees. Its 1978 volume included $934,300 in media, $2,002,300 in materials and services and $1,482,100 in capitalized fees.

Accounts gained: May & Speh Data Processing Center, Ames Supply Co., R.R. Street & Co. Lost: Packard Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 2%, tv 2%, business papers 64%, p.o.p. 2%, direct mail 5%. Employes: 17.

Arnold, Hoff & Associates, Arlington Heights, Ill., had gross income of $310,000 in 1979 on billings of $2,067,700. In 1978, the agency had gross income of $320,000 on media billings of $2,133,000. Its 1979 volume included $400,700 in media, $1,000,000 in materials and services and $667,000 in capitalized fees. Accounts gained: Lab-Tek division, Miles Labs, Magenta Corp., Central Security. Billings breakdown: Magazines 20%, farm publications 1%, direct mail 30%, other 49%. Employes: 12.

The Maxwell Arnold Agency, San Francisco, reported gross income of $325,000 on billings of $2,808,500 in 1979. In 1978, gross income was $275,000 on billings of $2,516,800. Its 1979 volume included $2,200,000 in media, $275,000 in materials and services and $333,500 in capitalized fees. Its 1978 volume included $2,000,000 in media, $250,000 in materials and services and $266,800 in capitalized fees.

Accounts gained: Jack Daniel Distillery, San Francisco Pioneers. Lost: Siegel, Sugarman & Seput. Billings breakdown: Newspapers 5%, magazines 25%, supplements 3%, radio 17%, tv 40%, outdoor 5%, business papers 5%. Employes: 9 in two offices.

Associated Ad*Ventures, Los Altos, Cal., had gross income of $417,784 on $2,646,988 in billings in the fiscal year ended June 30, 1979. Its gross income for the fiscal year ended June 30, 1978, was $420,060 on billings of $2,698,136. Volume in 1979 included $589,056 in media, $188,505 in materials and services and $1,869,427 in capitalized fees. The agency's 1978 volume included $607,570 in media, $170,407 in materials and services and $1,920,159 in capitalized fees. It lost $14,273 in fiscal 1979, netted $13,326 in fiscal 1978.

Accounts gained: Comprint, LOMAC Corp., Onyx Systems, Tandem Computers, Trimax Systems, Cartlidge & Associates, TeleVideo, Zitel, PEBX. Lost: Cobilt division of Computervision Corp., Golden Gate Enterprises, Oximetrix, Acrian. Billings breakdown: Newspapers 3%, magazines 97%. Employes: 15.

B-W Advertising, Phoenix, had estimated gross income of $907,500 in 1979 on billings of $6,050,000. Its 1978 gross was estimated at $643,800 on billings of $4,292,000. Billings breakdown: Newspapers 9%, magazines 15%, radio 32%, tv 24%, outdoor 10%, business papers 5%, p.o.p. 3%, direct mail 2%. Employes: 45.

Bailey Lewis & Associates, Lincoln, Neb., reported gross income of $802,002 on volume of $5,006,452 in 1979. In 1978 gross income was $702,750 on $4,201,976 in volume. Billings in 1979 included $1,607,876 in media, $737,333 in materials and services and $2,661,243 in capitalized fees. Billings in 1978 included $1,382,075 in media, $632,475 in materials and services and $2,187,426 in capitalized fees.

Accounts gained: Westroads Racquet Club, Woodmen of the World, WOW (radio), Apres Bath Products, Boardwalk Condominiums, Construction Sciences, ConAgra Pet Foods, Peoples Natural Gas, Pepsi-Cola/Hayes Bottling, P.J. Morgan Co., Raders Office Equipment, Cripple Creek Land Subdivision, Fox Hollow, Grandmother's, Husker Hawkeye, Individual Assessment Associates, Northwestern Bell, Park-Place Pontiac-Cadillac-GM, Kirkpatrick, Pettis, Smith, Polian Inc., Lincoln Aire, Meyerson Distributing Co., Hilltop House, Reutzel for Legislature, Sellentin for Legislature, Continental Can. Lost: Hygain/Telex, Mikro Productions, Sevenoaks, Valentino's, Barefoot Grass. Billings breakdown: Newspapers 13%, magazines 6%, radio 15%, tv 18%, outdoor 4%, business press 2%, farm publications 1%, other (collateral and fee) 41%. Employes: 28 in two offices.

Bailey, Orner, Makstaller, Cincinnati, had gross income of $448,600 in 1979 on billings of $1,594,200. In 1978, gross income was $375,800 on billings of $1,131,400. Volume in 1979 included $800,000 in media, $405,400 in materials and services and $388,800 in capitalized fees. Its 1978 volume included $500,000 in media, $350,600 in materials and services and $280,800 in capitalized fees.

Accounts gained: Hill-Rom Co., Structural Dynamics Research Corp., Tri-State Chevrolet Dealers Assn., Sentinel Computer Corp., Eastgate Mall Merchants Assn., Jacobs, Visconsi & Jacobs Co. Lost: American Building Components Co., Johnny Bench's Home Plate, Morrison Pontiac, Priority Dispatch, Sentinel Computer Corp., Queen City Chevrolet. Billings breakdown: Newspapers 6%, radio 15%, tv 18%, outdoor 2%, business papers 12%, transit 3%, audio-visual 15%, collateral/ad production 29%. Employes: 10.

Perry Ballard Advertising, St. Joseph, Mich., reported gross income of $157,957 in 1979 on billings of $1,078,375. In 1978, gross income was $76,515 on billings of $525,926. Volume in 1979 included $104,892 in media, $71,906 in materials and services and $901,577 in capitalized fees. Its 1978 volume included $36,685 in media, $32,233 in materials and services and $457,008 in capitalized fees.

Accounts gained: Lakeside

Agencies with gross income under $1,000,000

Vineyard, Pro Line, Peden Excel Pest Control Services, Nye Bros. Orchards, Trickl-eez Co., Lakeshore Bank & Trust and Watervliet Paper Co. Billings breakdown: Newspapers 25%, magazines 25%, radio 6%, tv 15%, outdoor 12%, business press 6%, direct mail 11%. Employes: 9.

Barbetta Miller Advertising, Fairfield, N.J., reported gross income of $790,000 in 1979 on billings of $5,611,000. In 1978, gross income was $720,000 on billings of $4,831,250. Volume in 1979 included $2,485,000 in media, $1,725,300 in materials and services and $1,400,700 in capitalized fees. Its 1978 volume included $2,162,000 in media, $1,502,000 in materials and services and $1,167,250 in capitalized fees.

Accounts gained: Black & Decker medical products group, Corometrics, Diagnostic Technology, Foremost Machine Builders, Gelman Sciences, Laboratory Distilling & Filtering Products; Poggenpohl USA Corp.; Ungerer & Co.; Wrap-Ade Machine Co. Lost: Automatic Industrial Machines, Cameron-Waldron, Garry Manufacturing, Ingersoll-Rand, Panafax Corp., PPD Corp., Roche Medical Electronics. Billings breakdown: Newspapers 25%, magazines 55%, radio 5%, direct mail 15%. Employes: 20.

Barney & Patrick Advertising, Mobile, Ala., reported gross income of $498,359 on 1979 billings of $3,314,329. Its 1978 gross was $464,741 on billings of $3,005,464. The agency's 1979 volume included $1,846,457 in media, $285,402 in materials and services and $1,182,470 in capitalized fees. Its 1978 volume included $1,693,484 in media, $257,813 in materials and services and $1,054,167 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 15%, radio 20%, tv 25%, outdoor 10%, business papers 5%. Employes: 16.

Barrett-Yehle, Kansas City, Mo., reported gross income of $846,050 on 1979 billings of $5,640,747. Its 1978 gross income was $776,193 on billings of $5,175,000. The 1979 billings included $3,157,334 in media, $1,327,515 in materials and services and $1,155,898 in capitalized fees. The 1978 billings included $3,105,000 in media, $1,304,000 in materials and services and $766,000 in capitalized fees.

Accounts gained: Associated Druggists, American Agricultural-Fuel Corp., Midland International Corp., National Fidelity Life Insurance. Resigned: American Royal, Stern Brothers. Billings breakdown: Newspapers 16%, magazines 16%, supplements 1%, radio 15%, tv 37%, outdoor 3%, business papers 3%, farm publications 1%, transit advertising 1%, p.o.p. 2%, direct mail 5%. Employes: 22 in two offices.

Barritt, Larsen, Peck & Farnell Advertising, Encino, Cal., reported gross income of $932,500 on billings of $6,217,000 in 1979. Its 1978 gross income was $487,500 on billings of $3,250,000. Billings in 1979 included $4,148,000 in media, $1,235,300 in materials and services and $833,700 in capitalized fees. Its 1978 billings included $1,300,000 in media, $282,750 in materials and services and $1,667,250 in capitalized fees. Not included are the revenues of its subsidiary, Transworld Marketing.

Accounts gained: California Coffee Services Council, Cardkey Systems, Extek Microsystems, Hollywood Entertainment Center, Kyowa Bank, Property Management Systems, Roadstar Corp. of America, White Cap Industries, Prudential Insurance of America, Helmsley-Spear, western real estate operations. Lost: ARCO Solar, Southwestern Industries, Another Insurance Agency, Dietary Supplements Corp., No Boundaries Tours, Spa Town. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, tv 10%, outdoor 2%, business papers 25%, transit 5%, other 28%. Employes: 16.

Barron, Hillman & Mellnick, Boston, had gross income of $420,600 in 1979 on billings of $2,804,000. Its 1978 gross income was $410,824 on billings of $2,690,080. Its 1979 volume included $1,850,000 in media, $754,000 in materials and services and $200,000 in capitalized fees. Its 1978 volume included $1,720,000 in media, $810,000 in materials and services and $160,080 in capitalized fees.

Accounts gained: Park, Shuttle & Fly, Pacific Consultants, Stop & Go Transmissions (R.I. & Conn.), Trans National Finance. Lost: F.S.I., Cristy. Billings breakdown: Newspapers 8%, magazines 2%, radio 17%, tv 60%, business papers 11%, transit 2%. Employes: 9.

Bayless-Kerr & Palm, Cleveland, reported gross income of $978,169 in 1979 on billings of $6,588,703. In 1978, gross income was $804,246 on billings of $5,555,902. Volume in 1979 included $3,892,881 in media, $690,913 in materials and services and $2,004,909 in capitalized fees. Its 1978 volume included $3,121,791 in media, $583,013 in materials and services and $1,851,098 in capitalized fees.

Accounts gained: American Koyo Co., Austin Powder Co., Erie Press Co., George Worthington Co., Pipeline Development Co., Sancap Abrasives Co., Sentry Hardware. Lost: Ceilcote Corp., Morgan's Restaurants, Warren Tool Co. Employes: 36.

Beckman Associates, Albany, N.Y., had gross income of $360,541 in 1979 on billings of $2,403,934. No data were supplied for 1978, but the agency had an estimated $270,000 in gross income on billings of $1,800,000 during the year. Volume in 1979 included $1,148,010 in media, $417,852 in materials and services and $838,072 in capitalized fees. Billings breakdown: Newspapers 26%, radio 17%, tv 39%, outdoor 3%, business papers 9%, transit 2%, direct mail 4%. Employes: 7.

Benefield, Levinger & Campbell, formerly Levinger & Benefield, Santa Rosa, Cal., reported gross income of $213,397 on 1979 billings of $1,416,001. Its 1978 gross was $157,600 on billings of $1,039,830. Net income was $31,000 in 1979 and $15,100 in 1978. The agency's 1979 volume included $618,193 in media, $140,473 in materials and services and $657,335 in capitalized fees. Its 1978 volume included $472,900 in media, $106,700 in materials and services and $460,230 in capitalized fees.

Accounts gained: Columbia Pacific University, Carousel Carpet Mills, Delta 3R School, Wine Country Restaurant. Accounts lost: Santa Rosa Chamber of Commerce, Sonoma County Fair. Billings breakdown: Newspapers 18%, magazines 23%, radio 10%, outdoor 10%, business papers 35%, p.o.p. 4%. Employes: 8.

Louis Benito Advertising, Tampa, had gross income of $803,000 in 1979 on billings of $5,359,077. In 1978, gross income was $512,000 on billings of $4,861,965. Volume in 1979 included $4,172,794 in media, $617,239 in materials and services and $569,044 in capitalized fees. Its 1978 volume included $3,266,450 in media, $619,656 in materials and services and $975,859 in capitalized fees.

Accounts gained: McDonald's Restaurants, Pinellas County Florida Tourist Development Council, Paramount Pictures. Lost: Morrison's, U.S. Home. Billings breakdown: Newspapers 17%, magazines 11%, radio 12%, tv 41%, outdoor 10%, business papers 8%, farm publications 1%. Employes: 41.

Berenson & Isham, Boston, had gross income of $887,150 and net income of $31,050 in 1979 on billings of $6,180,280. In 1978 it had gross income of $637,384 and net income of $25,495 on billings of $3,972,120. Its 1979 volume included $3,897,540 in media, $135,000 in materials and services and $2,147,740 in capitalized fees. Its 1978 volume included $2,317,760 in media, $86,910 in materials and services and $1,567,450 in capitalized fees.

Accounts gained: ARP Instruments, Brands Mart, Emtex. Lost: Marine Optical, Kid Power. Billings breakdown: Newspapers 35%, magazines 10%, radio 25%, tv 10%, outdoor 5%, business papers 10%, p.o.p. 2%, direct mail 3%. Employes: 20.

Bergelt Advertising, New York, reported gross income of $969,860 in 1979 on billings of $6,469,750. In 1978, the agency reported gross income of $592,000 on billings of $3,948,700. Its 1979 volume included $3,448,240 in media, $1,334,000 in materials and services and $1,687,510 in capitalized fees. Its 1978 volume included $2,174,000 in media, $1,041,000 in materials and services and $733,700 in capitalized fees. It operates Bergelt Public Relations as a subsidiary. Accounts gained: Ren Plastics of CIBA-GEIGY. Accounts lost: Eagle Design, Frederic R. Harris Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 8%, tv 1%, business papers 10%, farm publications 30%, p.o.p. 1%, direct mail 5%, other 20%. Employes: 18.

Bergthold, Fillhardt & Wright, San Jose, Cal., had gross income of $533,000 in 1979 on billings of $3,559,259. In 1978, gross income was $433,000 on billings of $2,889,277. Volume in 1979 consisted of $1,243,255 in media, $648,964 in materials and services and $1,667,040 in capitalized fees. Its 1978 volume included $846,647 in media, $558,348 in materials and services and $1,484,282 in capitalized fees.

Accounts gained: Durango Small Business Computers, Adia Temporary Services, Zemco Driving Computers, National Singing Telegrams, Boole & Babbage Software, Annabelle Candy Co. Lost: Gill Cable TV, Frontier Village Amusement Park. Billings breakdown: Newspapers 10%, magazines 20%, radio 21%, tv 31%, outdoor 4%, business papers 12%, p.o.p. 2%. Employes: 11.

Bernard & Co., Arlington Heights, Ill., had gross income of $183,632 and net income of $49,354 on billings of $1,010,174 in 1979. In 1978 the agency had gross income of $129,966 and net income of $11,430 on billings of $726,320. Its 1979 volume included $652,272 in media, $244,918 in materials and services and $112,984 in capitalized fees. Its 1978 volume included $482,376 in media, $159,975 in materials and services and $83,969 in capitalized fees.

Accounts gained: Midwest Supply, Marttiini Knives (Finland). Lost: Refrigerating Specialists, Cashco. Billings breakdown: Business papers 65%, p.o.p. 5%, direct mail 5%, literature 25%. Employes: 7.

Douglas Bewick Advertising, West Springfield, Mass., had estimated gross income of $315,000 in 1979 on billings of $2,100,000. In 1978, its gross was estimated at $300,000 on billings of $2,000,000. Employes: 14.

Black & Musen, Longmeadow, Mass., reported gross income of $165,000 on billings of $1,000,000 in 1979. Its 1978 income was $168,000 on billings of $979,850. Its 1979 billings included $640,000 in media, $66,000 in materials and services and $294,000 in capitalized fees. Its 1978 billings included $531,000 in media, $82,000 in materials and services and $366,850 in capitalized fees.

Accounts gained: George Frost Co., Country Corn Snacks. Lost: Target Industries. Billings breakdown: Newspapers 5%, magazines 35%, radio 5%, tv 15%, business papers 30%, collateral 10%. Employes: 6.

Blanchard & Associates, Minneapolis, reported gross income of $208,793 in 1979 on billings of $1,385,441. In 1978, the agency reported gross income of $169,606 on billings of $1,125,658. Its 1979 billings included $593,704 in media, $215,536 in materials and services and $576,201 in capitalized fees. Its 1978 billings included $495,797 in media, $143,445 in materials and services and $486,416 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 48%, radio 10%, business papers 10%, other 7%. Employes: 6.

Blumenthal/Herman Advertising, Ambler, Pa., had gross income of $205,758 in 1979 on billings of $1,372,060. In 1978 the agency had a gross income of $158,240 on billings of $1,054,935. Its 1979 volume included $690,594 in media and $681,466 in capitalized fees. Its 1978 volume included $378,869 in media and $676,066 in capitalized fees. Billings breakdown was not provided. Employes: 5.

The Boelter Co., Madison, Wis., had gross income of $236,000 in 1979 on billings of $1,574,120. Its 1978 gross income of $269,506 was on billings of $1,797,605. Billings in 1979 included $1,101,884 in media and $472,236 for materials and services. In 1978, billings included $1,036,984 in media and $760,621 in materials and services.

Accounts gained: The CherryVale Mall, Colonial Savings, Wauwatosa Realty. Lost: Organic Compost, Pizza Pit, McKy-Ellis Realtors, Hemispheric Travel. Billings breakdown: Newspapers 15%, magazines 3%, radio 20%, tv 15%, outdoor 7%, business press 10%, p.o.p. 2%, direct mail 15%, other 13%. Employes: 10 in 2 offices.

Bonsib Inc., Fort Wayne, Ind., reported gross income of $791,456 in 1979 on billings of $5,278,049. In 1978, gross income was $585,286 on billings of $3,903,161. Its 1979 volume included $1,250,794 in media, $676,300 in materials and services and $3,350,955 in capitalized fees. Its 1978 volume included $884,033 in media, $509,741 in materials and services and $2,509,387 in capitalized fees.

Accounts gained: Philips High Fidelity Laboratories special projects, Group One Realtors, Michigan National Bank. Lost: Heckaman Homes. Billings breakdown: Newspapers 7%, magazines 16%, radio 8%, tv 19%, business papers 41%, p.o.p. 4%, direct mail 4%, other 1%. Employes: 12.

Bowes/Hanlon Advertising, Atlanta, reported net income of $6,211 and gross income of $314,650 on 1979 billings of $2,047,715. Its 1978 net income was $12,180 and gross income of $276,750 on billings of $1,845,923. The agency's 1979 volume included $782,169 in media, $655,601 in materials and services and $609,945 in capitalized fees. Its 1978 volume included $923,125 in media, $481,535 in materials and services and $441,263 in capitalized fees.

Accounts gained: National Systems, Dunaway Drug Stores, Holland International Food, Trusco Data Systems. Lost: First National Bank of Cobb County, Edwards Baking Co. Billings breakdown: Newspapers 10%, magazines 10%, radio 25%, tv 40%, outdoor 1%, business papers 12%, p.o.p. 1%, other 1%. Employes: 8.

Brady Advertising, Chattanooga, Tenn., had gross income of $322,693 on billings of $2,151,753 in 1979. U.S. income was $228,917 on billings of $1,526,735 in 1978. Billings last year included $342,462 in media, $79,066 in materials and services and $1,730,225 in capitalized fees. In 1978, billings included $162,801 in media, $115,437 in materials and services and $1,248,497 in capitalized fees. Accounts gained: Aqua Glass, City Bank, The Sports Barn, Michael Construction Co., Bristol United Corp. Billings breakdown: Newspapers 23%, magazines 24%, radio 6%, tv 16%, outdoor 2%, business press 11%, p.o.p. 8%, direct mail 7%, other 3%.

Brady Co., Milwaukee, had gross income of $893,692 in 1979 on

¡Se Habla Español!

Ed Delgado Advertising and Public Relations has been informed by various private and governmental agencies that our company is minority owned and operated. It is our understanding that there are a variety of contracting opportunities available to established, bilingual agencies, if we can only identify them.

If you do not know who you are...would you please identify yourself!

We are members of **AAAA, WSAAA, 8-A Certified,** small enough to give you personal attention and large enough to provide full-service.

¡Se Habla Inglés, too!

Now that you know who you are, call us!

P.O. Box 1906
1505 Llano
Santa Fe, New Mexico 87501
[505] 982-4659

DELGADO
Advertising & Public Relations

Agencies with gross income under $1,000,000

billings of $6,233,702. In 1978, the agency had gross income of $806,478 on billings of $5,557,515. Its 1979 volume included $2,643,394 in media, $1,238,293 in materials and services and $2,352,015 in capitalized fees. Its 1978 volume included $2,169,445 in media, $1,159,910 in materials and services and $2,228,160 in capitalized fees.

Accounts gained: Feed Flavors, Pride Seed, Pitman-Moore. Lost: David Mfg. Co., Lindsay Bros. Billings breakdown: Newspapers 3%, magazines 20%, radio 3%, tv 4%, outdoor 1%, business papers 16%, farm publications 53%. Employes: 31.

Brashe Advertising, Jericho, N.Y., had gross income of $429,148 on billings of $1,212,870 in 1979. U.S. income was $373,440 on billings of $1,077,702 in 1978. Billings last year included $638,000 in media, $501,500 in materials and services and $73,370 in capitalized fees. In 1978, billings included $518,000 in media, $489,000 in materials and services and $70,702 in capitalized fees. Accounts gained: G.B. International, Signature Classics Ltd., Blair Pontiac and Curwood Pontiac-Datsun. Resigned: Windoworld. Billings breakdown: Newspapers 79%, radio 6%, business press 11%, direct mail 4%. Employes: 5.

Bridgman Associates, Annapolis, Md., reported gross income of $484,800 in 1979 on billings of $3,491,500. In 1978, gross income was $332,100 on billings of $2,537,800. Volume in 1979 included $1,138,800 in media, $506,200 in materials and services and $1,846,500 in capitalized fees. Its 1978 volume included $1,028,500 in media, $489,400 in materials and services and $1,019,900 in capitalized fees.

Accounts gained: Annapolis Federal Savings & Loan, Sugars, Heritage Realty, Camelot, Maxwell Shoes, Mill Harpers, U.S. Design Corp., Exec'minder. Lost: Esskay Meat Products. Billings breakdown: Newspapers 12%, magazines 25%, radio 23%, tv 34%, outdoor 2%, other 4%. Employes: 19.

Briskin Associates, Freeport, N.Y. (formerly Braco-Briskin), had gross income of $750,000 in 1979 on billings of $4,945,000. In 1978 the agency had gross income of $700,000 on billings of $4,636,800. Its 1979 volume included $4,840,000 in media and $105,000 in materials and services. Its 1978 volume included $4,555,800 in media and $81,000 in materials and services. Accounts gained: Garden Camera, Shava Sharpener. Billings breakdown: Newspapers 6%, magazines 82%, supplements 3%, radio 1%, tv 8%. Employes: 17.

Brooks Pollard Co., Little Rock, Ark., had gross income of $896,232 in 1979 on billings of $4,896,857. In 1978 the agency had a gross income of $628,990 on billings of $3,228,759. Its 1979 volume included $3,055,837 in media, $1,099,083 in materials and services and $741,937 in capitalized fees. Its 1978 volume included $1,628,313 in media, $928,944 in materials and services and $671,502 in capitalized fees. Accounts gained: McDonalds, Anderson Clayton-Chilton. Lost: Tyson Retail. Employes: 18.

Brown Advertising, Somerset, N.J., reported net income of $19,821 and gross income of $123,750 on billings of $865,100 in 1979. In 1978, net income was $16,850 and gross income was $100,250 on billings of $699,417. Its 1979 volume included $425,000 in media, $240,000 in materials and services and $200,100 in capitalized fees. Its 1978 volume included $302,000 in media, $230,000 in materials and services and $167,417 in capitalized fees. Included in the total are billings from its subsidiary New York, New York.

Accounts gained: Altman Electric, American Electro-Dynamics Corp. of Philadelphia, Michigan College Counseling Associates, Photoshield, New Jersey Assn. for Retarded Citizens, Office Systems Consultants, SP Industries, G&G Enterprises. Billings breakdown: Newspapers 22%, magazines 18%, radio 10%, tv 8%, business papers 14%, transit 2%, p.o.p. 6%, direct mail 20%. Employes: 3 in two offices.

John Brown & Partners, Seattle had gross income in 1979 of $548,572 on billings of $4,698,317. In 1978 the agency had gross income of $405,000 on billings of $3,500,670. Its 1979 volume included $1,817,386 in media, $820,888 in materials and services and $2,060,043 in capitalized fees. Its 1978 volume included $1,577,000 in media, $583,000 in materials and services and $1,340,670 in capitalized fees.

Accounts gained: Everett Herald/Western Sun, King County Medical Blue Shield, Cedar Homes, Pizza Haven, Pacific First Federal Savings & Loan. Resigned: Puget Sound Mutual Savings, Forbes Development. Billings breakdown: Newspapers 25%, magazines 40%, radio 5%, tv 26%, business papers 1%, transit 1%, direct mail 1%, other 1%. Employes: 16.

Bruce, Henry & Davis Advertising, Houston, reported gross income of $84,649 on 1979 billings of $678,554. U.S. gross income was $51,148 in 1978 on billings of $550,328. Billings in 1979 included $89,549 in media, $160,331 in materials and services and $428,674 in capitalized fees. In 1978, billings included $62,852 in media, $188,557 in materials and services and $298,919 in capitalized fees. Accounts gained: Gold Lance, Stuckey & Speer, Jack Sisk & Co., Woodlake Forest III, Commerce & Transport International. Billings breakdown: Newspapers 5%, magazines 7%, radio 1%, tv 2%, business press 15%, direct mail 50%, collateral 20%. Employes: 3.

Burdette Advertising, Fort Myers, Fla., reported gross income of $150,756 on 1979 billings of $1,171,089. In 1978, gross income was $213,854 on billings of $1,462,515. The 1979 billings included $674,511 in media, $133,703 in materials and services and $362,875 in capitalized fees. The 1978 billings included $661,780 in media, $109,430 in materials and services and $691,305 in capitalized fees.

Accounts gained: Parkwoods Townhouses, Manini's & Gulfshore Restaurants, Air Comfort (Sarasota and Fort Myers), Sundial Beach & Tennis Resort (creative services), Corinthian Cultured Marble, Mr. SPA, William Taylor Real Estate, Suburban Corp., Credit-Pak Corp. of Florida and Contact Lens Center. Lost: Smitty's restaurants, Shallows restaurant, Sarlo Power Mowers, Modern Air Conditioning, Quad State Tools and Fashion City Warehouse. Billings breakdown: Newspapers 31%, magazines 5%, radio 6%, tv 14%, outdoor 1%, fees, services and collateral 43%. Employes: 9.

Robert K. Butcher & Associates, Shreveport, La., had gross income of $312,000 on billings of $1,692,000 in 1979. U.S. income was $297,000 on billings of $1,589,000 in 1978. The agency reported net income of $4,124 in 1979 and a loss of $728 in 1978. Billings last year included $659,000 in media, $439,000 in materials and services and $594,000 in capitalized fees. In 1978, billings included $621,000 in media, $414,000 in materials and services and $554,000 in capitalized fees. Billings breakdown: Newspapers 36%, magazines 6%, radio 16%, tv 30%, outdoor 2%, other 10%. Employes: 15 in two offices.

Butler-Turner Advertising, Vero Beach, Fla., reported gross income of $125,300 on billings of $816,237 in 1979. Its adjusted 1978 gross was $116,200 on billings of $756,926. Its 1979 billings included $284,000 in media, $58,000 in materials and services and $474,237 in capitalized fees. Its 1978 billings included $294,000 in media, $50,000 in materials and services and $412,926 in capitalized fees.

Accounts gained: Mackle Development Corp., Northgate Properties, Porpoise Bay Co., Sunrise Springs Development Co., Atlantic Communications, Heritage Oaks Co., Security Federal Savings & Loan. Billings breakdown: Newspapers 35%, magazines 25%, radio 15%, tv 5%, outdoor 15%, direct mail 5%. Employes: 5.

Lawrence Butner Advertising, New York, reported net income of $48,600 and gross income of $255,000 on billings of $1,717,110 in 1979, its first year in business. Its 1979 billings included $1,380,000 in media, $117,000 in materials and services and $220,110 in capitalized fees.

Accounts gained: *The Wall Street Journal*, *Barron's Weekly*, The *Wall Street Journal* Business Report and Consumer Newsline, *Smithsonian* magazine, Duro-Lite Lamps, Duro-Test Corp., *Book Digest* special projects, *Working Woman* special projects, Overseas Press Club, special projects, Guardian Chemical Corp., Consolidated Astronautics, United International Research. Billings breakdown: Newspapers 5%, magazines 5%, radio 40%, tv 40%, business papers 5%, direct mail 5%. Employes: 6.

Buzzard Inc., Cambridge, Mass., reported gross income of $217,000 in 1979 on billings of $1,408,000. In 1978, the agency reported gross income of $142,000 on billings of $915,000. Its 1979 volume included $493,000 in media, $208,000 in materials and services and $707,000 in capitalized fees. Its 1978 volume included $318,000 in media, $157,000 in materials and services and $440,000 in capitalized fees.

Accounts gained: Maximum Inc., Cambridge Alternative Power, Clivus Multrum, Bass Products, Signal Sports. Lost: Avon Inflatables. Billings breakdown: Newspapers 2%, magazines 95%, business papers 3%. Employes: 6.

Cammi Advertising, East Rutherford, N.J., reported net income of $137 on gross income of $160,006 on $887,615 in billings in 1979, its first year in business. Volume included $276,000 in media, $48,000 in materials and services and $563,615 in capitalized fees.

Accounts gained: Ragen Precision Industries, SGI Inc., Emser Industries, Malt Products Corp., Semitron Ltd., Brown division of Gulf + Western, Kimball Systems division of Litton Industries. Billings breakdown: Business magazines 90%, direct mail 10%. Employes: 5.

Cappiello & Co., New York, formed in July, 1979, by Tony Cappiello, a former partner in Ries Cappiello Colwell, reports gross income estimated at $600,000 on billings of $4,000,000. Accounts: Witco Chemical, AM International, Texasgulf, CMP Publications, RCA solid state division, CCTV, Victory Shirt Co. Employes: 15.

Caraway Kemp Communications, Jacksonville, Fla., had estimated gross income of $587,000 on 1979 billings of $3,919,814. In 1978, gross income was $399,000 on billings of $2,664,957. Volume in 1979 included $2,821,101 in media, $404,947 in materials and services and $693,766 in capitalized fees. Its 1978 volume included $1,839,321 in media, $282,031 in materials and services and $543,605 in capitalized fees. Total two subsidiaries, Pest Control Productions and Advertising Services Group, are included.

Accounts gained: American Banks of Florida, Brumos Porsche Audi, Chempar Chemical Corp., Coastal Plastics Corp., Convention & Visitors Bureau of Jacksonville and Jacksonville Beaches, Eastern Distribution, General Electric Corp. Southern division central airconditioning, General Parts, Peter H. Gregg Inc., Mercedes Benz-BMW dealer, Misener Marine, Presbyterian Synod of Florida, Propeller Club Port-of-Jacksonville, Spencer Services, The Floor Show, WJKS-TV, WPDQ-AM. Accounts lost: Abercorn Toyota, Carpet Image, Lee Chevrolet. Billings breakdown: Newspapers 5%, magazines 5%, radio 20%, tv 25%, outdoor 5%, business papers 15%, farm publications 5%, p.o.p. 10%, direct mail 10%. Employes: 14.

Cardin Advertising, Bangor, Me., reported gross income of $85,336 in 1979 on billings of $579,966. In 1978, the agency had gross income of $76,038 on billings of $496,497. Billings in 1979 included $135,455 in media, $118,176 for materials and services and $326,335 in capitalized fees. In 1978, billings consisted of $80,534 in media, $112,154 for materials and services and $303,809 in capitalized fees. Billings breakdown: Magazines 18%, newspapers 5%, tv 22%, p.o.p. 20%, other 35%. Employes: 5.

Carlson & Co., Indianapolis, reported net income of $42,027 and gross income of $818,412 in 1979 on billings of $6,006,686. It did not report 1978 results. Volume in 1979 included $3,950,264 in media, $1,089,832 in materials and services and $966,590 in capitalized fees. Billings breakdown: Newspapers 11%, magazines 6%, supplements 1%, radio 26%, tv 46%, outdoor 2%, business papers 1%, farm publications 4%, p.o.p. 1%, direct mail 2%. Employes: 33.

Carmichael, McKneely, Dusenbury & Alban, Durham, N.C., reported gross income of $519,926 and net income of $21,168 on billings of $3,845,661 in 1979. Its 1978 gross was $441,127 and its net was $19,678 on billings of $3,263,793. The agency's 1979 volume included $1,134,171 in media, $522,950 in materials and services and $2,188,540 in capitalized fees. Its 1978 volume included $856,025 in media, $426,291 in materials and services and $1,981,477 in capitalized fees.

Accounts gained: Courtyard Associates, First Federal Savings & Loan of Pitt County, North American Fiberglass, Raleigh/Durham, Kentucky Fried Chicken Co-op. Billings breakdown: Newspapers 30%, magazines 26%, radio 22%, tv 17%, outdoor 5%. Employes: 22.

Cinamon Associates, Brookline, Mass., had gross income of $157,000 in 1979 on billings of $1,050,000. In 1978, gross income was $135,000 on billings of $900,000. Volume in both years was all in media. Billings breakdown. Newspapers 5%, magazines 5%, direct mail 90%. Employes: 7.

George P. Clarke Advertising, New York, had gross income of $633,820 in 1979 on billings of $4,186,875. In 1978 the agency had gross income of $630,655 on billings of $4,166,370. Its 1979 volume included $2,212,600 in media, $223,400 in materials and services and $1,750,875 in capitalized fees. Its 1978 volume included $2,205,500 in media, $220,000 in materials and services and $1,740,870 in capitalized fees.

Accounts gained: Nike Hydraulic, Winona/Van Norman Machine Co., American Savings Bank, Globe Security Systems, Grumman Data Processing, R.C. Stewart & Co. The agency is associated with Practical Marketing Services, Grantham, England. Clarke & PMS have a number of clients both in the U.S. and England who use the combined services of both agencies.

Billings breakdown: Newspapers 20%, magazines 20%, radio 19%, tv 10%, promotion 10%, other 30%. Employes: 14.

Sidney Clayton Associates, Chicago, reported gross income of $769,250 on billings of $5,130,305 in 1979. Its 1978 gross income was $667,940 on billings of $4,454,634. Its 1979 billings included $1,046,180 in media, $135,898 in materials and services and $3,948,227 in capitalized fees. Its 1978 billings included $821,941 in media, $228,932 in materials and services and $3,403,761 in capitalized fees.

Now your sponsored film can reach hundreds of Cable TV systems-with an audience of millions-all at the same time.

Modern will send it to cable systems via satellite. Every day we beam five straight hours of the Modern Cable Programs, sponsored shorts and Viewpoint interviews.

The TV systems use the programing free of charge. They can either send it out directly—which most of them do—or tape it for use later on. And they certainly do use it! They tell us that they want it because it's informative, educational and gives their subscribers variety. And, so systems know exactly what's coming up, we send them a bi-weekly schedule.

We also send them material to use in promoting our programming to their subscribers.

This is truly a low-cost way to have your film reach a mass audience. Hundreds of cable TV systems are already receiving satellite transmissions, and the number is growing daily. Since you pay only for having your film transmitted, you pay no more when additional systems receive it—and additional viewers see it.

Get a free brochure that gives you all the details. Write Modern at 5000 Park St. North, St. Petersburg, Florida 33709. (813) 541-7571. Or call the sales office nearest you.

✱ Modern Talking Picture Service, Inc.

New York City
(212) 765-3100
Bob Finehout, V.P.

Washington, D.C.
(202) 293-1222
Robert A. Kelley, V.P.

Chicago
(312) 337-3252
Edwin L. Swanson, V.P.

Los Angeles
(213) 462-2202
Jack Whalen, Mgr.

Toronto, Canada
(416) 498-7290
Lynn Meek, Mgr.

Agencies with gross income under $1,000,000

Accounts gained: Hodag Chemical Corp., Lighting Products Pre-Fix, Typograpnic Language Computers. Billings breakdown: Business papers 40%, collateral 60%. Employes: 18.

Cleveland & Associates, Seattle, formerly Cleveland & McKeehen, had gross income of $348,000 in 1979 on billings of $1,800,000. In 1978, gross income was $180,000 on billings of $1,200,000. Account gained: Port of Seattle. Billings breakdown: Newspapers 31%, magazines 12%, radio 11%, tv 42%, outdoor 0.5%, transit 0.5%, p.o.p. 2%, direct mail 1%. Employes: 8.

The Coakley Heagerty Cos., Santa Clara, Cal., had net income of $35,744 and gross income of $704,447 in 1979 on billings of $4,603,150. In 1978, net income was $14,806 and gross income was $604,739 on billings of $4,031,598. Volume in 1979 included $891,940 in media, $448,273 in materials and services and $3,262,937 in capitalized fees. Its 1978 volume included $776,105 in media, $536,213 in materials and services and $2,719,280 in capitalized fees. Billings breakdown: Newspapers 55%, magazines 5%, radio 17%, tv 9%, outdoor 4%, p.o.p. 10%. Employes: 25.

Cole Henderson Drake, Atlanta, had gross income of $983,723 in 1979 on billings of $6,519,176. Its 1978 gross income was $768,113 on billings of $5,120,756. Its 1979 volume included $4,900,000 in media, $1,400,000 in materials and services and $219,176 in capitalized fees. Its 1978 volume included $4,124,387 in media, $785,597 in materials and services and $210,772 in capitalized fees.

Accounts gained: Buchtal Corp., Omni International. Lost: Sun Banks of Florida, Warren-Sherer. Billings breakdown: Newspapers 9%, magazines 23%, radio 17%, tv 40%, outdoor 4%, business papers 6%, other 1%. Employes: 23.

The Communicators Group, Brattleboro, Vt., posted gross income of $243,500 in 1979 on billings of $1,616,700. Volume in 1979 consisted of $835,200 in media, $223,200 in materials and services and $558,300 in capitalized fees. Accounts gained: Burlington Savings Bank, Basketville, Kennedy Brothers. Billings breakdown: Newspapers 26%, magazines 18%, supplements 3%, radio 21%, tv 16%, outdoor 9%, business papers 6%, farm publications 1%. Employes: 9.

THE TOLL-FREE 24 HOUR 7 DAY ANSWER

USA 800

People respond more quickly (at no cost to them at less cost to you) when all they have to do is "pick up the phone." There's no delay from impulse to order. The customer calls to order your product or request information about your service immediately! There are over 10,000 TOLL-FREE lines in use right now, handling over 1 million calls daily! Give us a call!

WHAT MORE COULD YOU ASK FOR?

CALL TODAY TO FIND OUT MORE!

USA 800 1-800-821-2280 ext.2000 in Mo. call 1-800-892-7655

Communigraphics, Baltimore, reported net income of $50,000 on gross income of $260,000 with 1979 billings of $1,700,000. Its 1978 net income was $22,000 and gross income was $225,000 on billings of $1,325,000. The agency's 1979 volume included $1,500,000 in media and $200,000 in materials and services. Its 1978 volume included $1,200,000 in media and $125,000 in materials and services.

Accounts gained: Abromowitz-Morgan Life Insurance, Baltimore Clippers hockey team, French Bread Factory, General Agents Highfield House condominium, Stevenson Crossing condominium. Billings breakdown: Newspapers 40%, magazines 20%, radio 30%, tv 10%. Employes: 9.

Communique Inc., South Bend, Ind., reported gross income of $428,158 in 1979 on billings of $2,854,387. In 1978, gross income was $265,144 on billings of $1,767,627. Volume in 1979 included $834,954 in media and $2,019,433 in capitalized fees. Its 1978 volume included $658,071 in media and $1,109,556 in capitalized fees.

Accounts gained: Williams Products, Indiana Cablevision, South Bend Lathe, Coca-Cola Bottling Co. of South Bend, Creative Interiors, Challenge Doors. Lost: Zantigo, Whinco Pizza Hut. Billings breakdown: Newspapers 12%, magazines 42%, radio 10%, tv 30%, outdoor 3%, Yellow Pages 3%. Employes: 18.

Connoisseurs Unltd., St. Paul, reported gross income of $10,000 in 1979 on billings of $201,000. In 1978, gross income was $14,000 on billings of $115,000. Volume in 1979 included $168,000 in media and $33,000 in materials and services. In 1978, volume included $80,000 in media and $35,000 in materials and services. Accounts gained: Adventure Unltd., Retail Assn., Airworld Rent-a-car. Lost: MLT Tours. Billings breakdown: Newspapers 64%, tv 24%, outdoor 12%. Employes: 5.

Connor-Sager Associates, Aurora, Ill., reported net income of $42,687 and gross income of $483,149 in 1979 on billings of $3,085,249. In 1978 net income was $35,472 and gross income was $472,204 on billings of $3,016,259. Volume in 1979 was $2,325,409 in media, $258,589 in materials and services and $501,251 in capitalized fees. Its 1978 volume included $2,320,000 in media, $247,431 in materials and services and $448,828 in capitalized fees.

Accounts gained: Digital Systems House, Peltzer Ehlers American Corp., Geneva Community Hospital, R.O.W. Window Co., Oberweis Securities, Wells Electronics, and Yamazen U.S.A. Lost: Christian Cos. Billings breakdown: Newspapers 20%, magazines 35%, radio 5%, farm publications 3%, p.o.p. 37%. Employes: 18.

Creative Advertising, Evansville, Ind., reported gross income of $591,000 in 1979 on billings of $3,934,500. In 1978, gross income was $200,000 on billings of $1,375,000. Volume in 1979 included $1,500,000 in media. $100,000 in materials and services and $2,334,500 in capitalized fees. Volume breakdown for 1978 was not available. Accounts gained: Noble Roman's restaurants, Iron-Away, First City Bank of Hopkinsville, Ky., Chieftain Stove Works, Ligon Specialized Haulers, General Housewares Corp. Lost: Thin Twins potato chips, Baskin-Robbins (co-op). Billings breakdown: Newspapers 15%, magazines 10%, supplements 2%, radio 5%, tv 5%, outdoor 2%, business press 50%, farm publications 3%, p.o.p. 3%, direct mail 5%. Employes: 17.

Charles Crone Associates, Raleigh, N.C., had gross income of $323,000 in 1979 on billings of $2,158,870. In 1978, gross income was $263,395 on billings of $1,755,300. Volume in 1979 included $1,834,110 in media, $186,960 in materials and services and $137,800 in capitalized fees. Its 1978 volume included $1,331,350 in media, $193,150 in materials and services and $230,800 in capitalized fees. Account gained: Outdoor Equipment Distributors. Billings breakdown: Newspapers 5.8%, magazines 2.2%, radio 17.9%, tv 56.3%, outdoor 8.5%, p.o.p. 2%, direct mail 7.3%. Employes: 8.

Culpepper & Associates, Houston, reported gross income of $94,686 in 1979 on billings of $582,712. Results for 1978 were not reported. Volume in 1979 included $264,288 in media, $162,239 in materials and services and $156,185 in capitalized fees. Accounts gained: Chi-Chi's of Texas, Houston Oilers, Step n' Dine of Texas, Spring Branch Chamber of Commerce, Cottonwood Builders, Gary's Hats 'n' Boots. Lost: Cullen Center. Billings breakdown: Newspapers 28%, magazines 25%, radio 44%, tv 1%, outdoor 1%, direct mail 1%. Employes: 3.

Culver International, Boston, had 1979 gross income of $185,000 on billings of $1,200,000. In 1978 it reported gross income of $165,000 on billings of $1,100,000. Billings breakdown: Newspapers 14%, magazines 15%, radio 15%, tv 14%, business press 14%, p.o.p. 14%, direct mail 14%. Employes: 7.

DK&A Inc., Washington, reported 1979 gross income of $329,139 on billings of $1,324,490. Its 1978 gross was $309,777 on billings of $1,143,820. The agency's 1979 volume included $5,776 in media, $147,816 in materials and services and $1,170,898 in capitalized fees. Its 1978 volume included $8,306 in media, $153,550 in materials and services and $981,964 in capitalized fees.

Accounts gained: Aden Music Co., Airlines Pilots Assn.-Insurance, *Chemical Times & Trends*, Folger Books, Library of Congress publications, U.S. Navy Band Concert Tours and VOCED. Lost: *American Scholar*, *Credit Union Directory & Buyers Guide*, *Heat Transfer Engineering*, NTIS/AMT-ID and VOCED. Billings breakdown: Magazines 10%, business papers 30%, direct mail 50%, other 10%. Employes: 8.

Daigle, Merriman & Associates, Houston, had net income of $50,000 and gross income of $380,450 in 1979 with billings of $3,594,290. In 1978 the agency had net income of $34,309 and gross income of $228,730 with billings of $1,796,667. Its 1979 volume included $1,087,000 in media, $332,870 in materials and services and $2,174,420 in capitalized fees. Its 1978 volume included $465,240 in media, $133,212 in materials and services and $1,198,215 in capitalized fees.

Accounts gained: Coca-Cola Foods (projects), Comet Rice, Gateway Hotel, Rice division Riviana Foods (projects), Sheraton Town & Country Hotel, TXI masonry products division, American Bank, Metropolitan National Bank. Lost: Kinda Krazy, Billings breakdown: Newspapers 10%, magazines 20%, radio 10%, tv 5%, outdoor 15%, business papers 30%, p.o.p. 3%, direct mail 2%, other 5%. Employes: 10.

Damart Advertising Associates, Minneapolis, had gross income of $414,700 in 1979 on billings of $3,590,000. In 1978 it had gross income of $365,000 on billings of $3,317,000. Its 1979 volume included $3,330,000 in media and $260,00 in materials and services. Its 1978 volume included $3,100,000 in media and $217,000 in materials and services.

Accounts gained: Consolidated Leasing, Privilege Travel. Billings breakdown: Newspapers 7% magazines 14%, outdoor 12%, Yellow Pages 67%. Employes: 12.

Darien, Russell & Hill, San Jose, Cal., reported net income in 1979 of $221,579 and gross income of $525,316 on billings of $4,324,070. In 1978, its net income was $196,345 and gross income was $510,240 on billings of $3,602,997. The agency's 1979 volume included $3,211,378 in media, $279,095 in materials and services and $833,597 in capitalized fees. Its 1978 volume included $2,844,027 in media, $45,414 in materials and services and $713,556 in capitalized fees.

Billings breakdown: Newspapers 23.1%, magazines 1%, radio 28.9%, tv 41%, outdoor 1.5%, business papers 1%, transit advertising 0.5%, p.o.p. 0.8%, direct mail 1%, other 1.2%. Employes: 14.

Leonard Davis Advertising, Worcester, Mass., had gross income of $135,000 in 1979 on billings of $1,964,000. In 1978, the agency had gross income of $130,000 on billings of $1,776,000. Volume in 1979 included $1,034,000 in media, $25,000 in materials and services and $905,000 in capitalized fees. Its 1978 volume included $846,000 in media, $63,000 in materials and services and $867,000 in capitalized fees.

Accounts gained: Fountainhead Apartments, Chapel Hill Apartments, condominiums division of A.J. Lane & Co., *Worcester Telegram & Gazette*, Massachusetts Wholesale Drug. Lost: Thomas Brower & Associates, Worcester Bedding Co. Billings breakdown: Newspapers 77%, magazines 1%, radio 17%, tv 5%. Employes: 8.

DeKrig Advertising, New York, reported gross income of $600,000 in 1979 and net income of $100,000 on billings of $5,768,000. Its 1978 gross income was $550,000 and its net income was $80,000 on billings of $5,238,000. Its 1979 volume included $3,000,000 in media, $100,000 in materials and services and $2,668,000 in capitalized fees. Its 1978 volume included $2,800,000 in media, $90,000 in materials and services and $2,348,000 in capitalized fees.

Accounts gained: Casual Time, Seminole Mfg. Billings breakdown: Newspapers 20%, magazines 15%, radio 10%, tv 10%, p.o.p. 15%, direct mail 15%, other 15%. Employes: 12.

Ed Delgado Advertising & Public Relations, Santa Fe, N.M., had net income of $18,990 and gross income of $97,000 in 1979 on billings of $648,994. In 1978, net income was $8,260 and gross income was $67,000 on billings of $456,821. Volume in 1979 included $578,776 in media, $40,570 in materials and services and $29,648 in capitalized fees. Its 1978 volume included $431,912 in media, $15,923 in materials and services and $8,986 in capitalized fees.

Accounts gained: EG&G Idaho and San Ramon, New Mexico Traffic Safety Bureau, City of Santa Fe, Hispano Chamber of Commerce, Three Thieves restaurant, Santa Clara Pueblo, The Court Jester. Lost: The Court Jester, Los Alamos Scientific Laboratories. Billings breakdown: Newspapers 17%, magazines 39%, radio 18%, tv 9%, outdoor 2%, other 15%. Employes: 6.

Denton & French, Tampa, Fla., had gross income of $330,870 in 1979 on bilings of $1,330,490. In 1978 the agency had a gross income of $262,239 on billings of $1,152,814. Its 1979 volume included $643,069 in media, $390,286 in materials and services and $297,135 in capitalized fees. Its 1978 volume included $528,031 in media, $438,023 in materials and services and $186,760 in capitalized fees.

Accounts gained: U.S. Home Corp.-Palm Beach division, Coral Ridge-Collier Properties, Cayman Development Corp., Context Industries. Lost: All American National Bank, Key West Tropicals. Billings breakdown: Newspapers 40%, magazines 15%, supplements 2%, radio 10%, tv 5% outdoor 5%, business papers 3%, direct mail 10%, other 10%. Employes: 12.

Deppe & Associates, St. Louis, reported gross income of $293,890 in 1979 on billings of $1,948,961. In 1978, gross income was $284,606 on billings of $1,969,780. Accounts gained: Carlson-Harris Contractors, Mercantile Commerce Trust Bank, Puro Co. Billings breakdown: Newspapers 13%, magazines 30%, supplements 2%, radio 28%, tv 14%, farm publications 1%, p.o.p. 3%, other 9%. Employes: 11.

Detrow & Underwood, Ashland, O., had estimated gross income of $230,000 on billings of $1,529,176 in 1979. Its 1978 estimated gross 197,000 on billings of $1,314,735. Its 1979 billings included $429,430 in media, $260,152 materials and services and $839,594 in capitalized fees. Its 1978 billings included $410,440 in media, $224,495 in materials and services and $679,800 in capitalized fees.

Accounts gained: Garber Co., U.S. Fiber Corp., J.C. Meyer Co. Lost: Shelter-Rite, Seaman Building Systems. Billings breakdown: Magazines 10%, outdoor 5%, business papers 70%, farm publications 10%, direct mail 5%. Employes: 9.

Dickison & Rakaseder, Westport, Conn., reported gross income of $398,300 on 1979 billings of $2,612,400. Its 1978 results were not reported. Its 1979 volume included $1,524,600 in media, $692,300 in materials and services and $395,500 in capitalized fees. Accounts gained: *Connecticut*, Sikorsky Aircraft and Putnam Trust Co. Billings breakdown: Newspapers 45%, radio 15%, tv 10%, business press 5%. Employes: 9.

Dorritie & Lyons, New York, an agency specializing in health care that opened Feb. 1, 1979, had estimated gross income of $450,000 on billings of $3,000,000. Accounts gained: Pfizer's Labs, Roerig. Billings breakdown: Journals 70%, direct mail 10%, visual aids 20%. Employes: 6.

Dallas C. Dort & Co., Flint, Mich., reported gross income of $203,420 in 1979 on billings of $1,777,761. In 1978, gross income was $153,860 on billings of $1,203,294. Volume in 1979 included $1,006,166 in media, $146,684 in materials and services and $624,911 in capitalized fees. Its 1978 volume included $653,797 in media, $122,030 in materials and services and $427,467 in capitalized fees. Account gained: Dowsett Inc. Realtors. Billings breakdown: Newspapers 18%, radio 35%, tv 40%, outdoor 6%, direct mail 1%. Employes: Seven.

Doty, Phillips & Laing, Battle Creek, Mich., had gross income of

Agencies with gross income under $1,000,000

$294,612 in 1979 on billings of $2,240,252. Its 1978 gross income was $374,454 on billings of $2,397,817. Volume in 1979 included $244,804 in media, $413,064 in materials and services and $1,582,384 in capitalized fees. The agency's 1978 volume included $187,086 in media, $595,671 in materials and services and $1,615,060 in capitalized fees.

Accounts gained: Northland Refrigeration Co., H.B. Sherman Mfg., M.T. Shaw. Billings breakdown: Newspapers 8%, magazines 15%, radio 1%, business papers 69%, farm publications 1%, p.o.p. 2%, direct mail 4%. Employes: 13.

J.R. Druid Associates, New York, specializing as a health care agency, had gross income of $700,000 in 1979 on billings of $8,169,000. In 1978 the agency had gross income of $500,000 on billings of $6,335,000. Its 1979 volume included $1,500,000 in media, $2,000,000 in materials and services and $4,669,000 in capitalized fees. Its 1978 volume included $1,500,000 in media, $1,500,000 in materials and services and $3,335,000 in capitalized fees.

Accounts gained: Merrell Labs, Surgikos. Billings breakdown: Magazines 15%, direct mail 30%, other 55%. Employes: 19.

Dulaney Advertising, Louisville, had estimated gross income of $248,388 on billings of $1,655,921 in 1979. In 1978 it had gross income estimated at $192,326 on billings of $1,282,168. The agency's 1979 volume included $870,029 in media, $318,432 in materials and services and $467,460 in capitalized fees. Its 1978 volume included $725,024 in media, $167,596 in materials and services and $389,548 in capitalized fees.

Accounts gained: Carrier Distributing Co. of Kentucky and Indiana, Command Performance (Southern Hairmasters) of Kentucky and South Carolina, Foam Design, General Equipment & Mfg., Wilhelmi's AMC Jeep, Wakefield-Scearce Galleries. Lost: Hilliard-Lyons, Progress Paint Mfg. Co. Billings breakdown: Newspapers 40%, magazines 10%, radio 15%, tv 20%, outdoor 5%, business papers 5%, p.o.p. 5%. Employes: 13.

Dwelley, Bolger & Citrin, Poughkeepsie, N.Y., had gross income of $956,960 in 1979 on billings of $5,389,621. In 1978, the agency had gross income of $304,785 on billings of $4,937,430. Volume in 1979 included $936,428 in media, $285,364 in materials and services and $4,167,829 in capitalized fees. Its 1978 volume included $803,986 in media, $201,906 in materials and services and $3,931,538 in capitalized fees.

Accounts gained: Hudson Valley Philharmonic, Standard Gage Co., William Rylance & Sons, Pepsi-Cola Bottling of Newburgh, N.Y. Billings breakdown: Newspapers 35%, magazines 10%, radio 25%, tv 5%, outdoor 2%, business papers 8%, farm publications 5%, collateral 10%. Employes: 10.

Eagen Curtis & Hickman, Indianapolis, reported gross income of $512,000 on 1979 billings of $3,864,658. U.S. gross was $360,000 in 1978 on billings of $2,300,162. Net income was $125,000 in 1979 and $97,000 in 1978. Volume in 1979 included $2,575,000 in media, $640,000 in materials and services and $649,658 in capitalized fees. In 1978, volume included $1,500,000 in media, $475,000 in materials and services and $325,162 in capitalized fees.

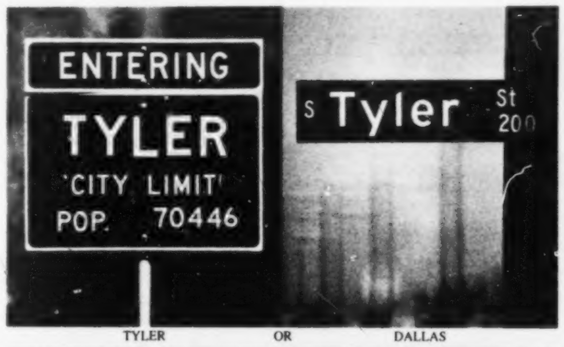
Accounts gained: Jim Dandy Restaurants, Pickering Seed Corn, Dow Chemical diagnostics division, Merchants National Bank of Muncie, Fidelity Bank of Indiana, Hyatt Regency Indianapolis, MCL Cafeterias, Quasar of Indiana. Lost: Josepha of Paris and Glazon. Billings breakdown: Newspapers 8%, magazines 17%, radio 28%, tv 36%, outdoor 11%. Employes: 16.

Dan Ebberts & Co., La Mirada, Cal., had gross income of $242,501 on 1979 billings of $1,484,150. In 1978 it had gross income of $283,301 on billings of $1,687,910. Its 1979 volume included $814,266 in media, $199,139 in materials and services and $470,745 in capitalized fees. Its 1978 volume included $763,881 in media, $301,610 in materials and services and $622,419 in capitalized fees. Accounts gained: Loadlift Equipment, Johnston Pump Co., Nissei America. Billings breakdown: Newspapers 10%, business papers 90%. Employes: 7.

Henry Eisen Advertising, New York, reported gross income of $337,500 on 1979 billings of $2,523,450. Its 1978 gross income was $300,000 on billings of $2,218,425. Net income was reported as $50,000 for both years. The agency's 1979 volume included $2,250,000 in media, $40,000 in materials and services and $233,450 in capitalized fees. Its 1978 volume included $2,000,000 in media, $35,000 in materials and services and $183,425 in capitalized fees. Eisen is a wholly owned subsidiary of Tootsie Roll Industries, Chicago. Billings breakdown: Newspapers 40%, magazines 10%, radio 10% tv 40%. Employes: 7.

Eisner & Associates, Baltimore, had gross income of $952,540 in 1979 on billings of $6,271,825. In 1978 the agency had a gross income of $721,946 on billings of $4,746,215. Its 1979 volume included $3,836,654 in media, $404,156 in materials and services and $2,031,015 in capitalized fees. Its 1978 volume included $2,464,000 in media, $384,600 in materials and services and $1,897,615 in capitalized fees.

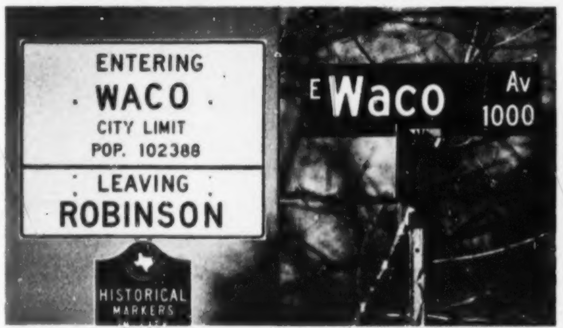
Accounts gained: U.S. Health & Recreation/Holiday Universal Health Spas, Monumental Life Insurance Co., Magna Properties, Town & Country Management, David W. Kornblatt, Mall Management, Advance Business Systems, BRC division Brunswick Corp., Manufacturers Clothing Outlet division of Levi-Strauss, Massachusetts Bowling Assn. Resigned: Consumer Outlet Mart, Sun Life Insurance Co. Billings breakdown: Newspapers 32%, magazines 7.5%, supplements 1.5%, radio 17%, tv 31%, outdoor 1.5%, business papers 5%, p.o.p. 3.5%, di-



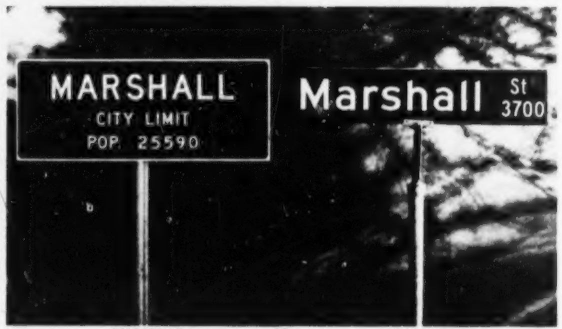
TYLER OR DALLAS

LONGVIEW
CITY LIMIT
POP. 51953
Longview St 5400

LONGVIEW OR DALLAS



WACO OR DALLAS



MARSHALL OR DALLAS

ABILENE
CITY LIMIT
POP. 89653
Abilene St 3400

ABILENE OR DALLAS

BRYAN
CITY LIMIT
POP. 42484
Bryan St 5000

BRYAN OR DALLAS

When you buy Dallas, you'd better know the difference between Tyler, Texas and Tyler Street.

Buying a market you're not familiar with is at best, difficult. And with all the claims made by the competition about being number one everywhere in the state, it's hard not to believe them.

But remember this, when you buy the Morning News, you get almost a third of your reach outside the Dallas County Trade Area. In places like Tyler.

So if you want to reach the people of Dallas – like the ones that live on Tyler Street, you need the Dallas Times Herald. We'll deliver 21,000 more households in Dallas County than the competition. Because in the Times Herald, you get exactly what you pay for. Dallas. And more of it.

So go ahead and tell your media director you bought Tyler, Abilene, Marshall and Bryan. But only the ones with Dallas zip codes.

Dallas Times Herald
The newspaper Dallas can be proud of.

Represented nationally by Branham Newspaper Sales, Inc

Agencies with gross income under $1,000,000

rect mail 1%. Employes: 26.

Elbert Advertising, Waltham, Mass., reported 1979 gross income of $233,670, which included $7,656 in non-U.S. income, on total billings of $1,424,678. Its 1978 gross was $247,922, including $7,379 in non-U.S. income on total billings of $1,494,686. Its 1979 U.S. billings included $372,992 in media, $196,5?3 in materials and services and $806,660 in capitalized fees. Its 1978 U.S. billings included $279,443 in media, $234,214 in materials and services and $934,284 in capitalized fees.

U.S. accounts gained: Halrin Slacks, Thirsty Time Beverage Corp. Lost: Sea-lect Foods. Foreign accounts gained: Jet Spray Hong Kong Ltd. Billings breakdown: Newspapers 9.6%, magazines 1.5%, radio 4%, business papers 72.7%, p.o.p. 2.6%, direct mail 8.8%, other (Yellow Pages) 0.8%. Employes: 7.

Emery Advertising, El Paso, Tex., had gross income of $260,000 and net income of $28,000 on billings of $1,300,000 in 1979. In 1978 the agency had gross income of $200,000 and net income of $19,000 on billings of $1,000,000. Its 1979 volume included $800,000 in media, $200,000 in materials and services and $300,000 in capitalized fees. Its 1978 volume included $600,000 in media, $100,000 in materials and services and $300,000 in capitalized fees.

Accounts gained: El Paso Electric, Wienerschnitzel Restaurants, Norton Brothers, The Fairmont, Trigon Development, Tom Westfall for Mayor, California Food Specialties, Viola Sportswear, Sun City Delivery. Lost: Goals For El Paso. Billings breakdown: Newspapers 30%, magazines 5%, radio 20%, tv 35%, business papers 5%, p.o.p. 3%, direct mail 2%. Employes: 7.

John Emmerling Inc., New York, had gross income of $611,150 in 1979 on billings of $4,074,410. In 1978, gross income was $311,500 on billings of $2,076,830. Volume in 1979 included $3,401,000 in media, $520,000 in materials and services and $153,410 in capitalized fees. Its 1978 volume included $1,400,000 in media, $350,000 in materials and services and $326,830 in capitalized fees.

Accounts gained: Rheingold Beer, *Village Voice*, Flight Safety International. Lost: Harry N. Abrams Inc., Raichle Molitor USA. Billings breakdown: Newspapers 5%, magazines 15%, radio 20%, tv 25%, outdoor 5%, business papers 20%, transit 10%. Employes: Nine.

Would Your Company Logo Make a Great Looking Promotional Tie?

or would it be more appropriate reproduced as blazer buttons, crests, scarves, umbrellas, polo shirts, trousers or jackets?

Call or write today for our new brochure illustrating these possibilities.

ALLYN NECKWEAR, Inc.
108 Dogwood Court
Stamford, CT 06903
(203) 322-5160 Alan Cadan

Engel Advertising, Chicago, reported gross income of $200,022 in 1979 on billings of $862,214. In 1978, the agency reported gross income of $130,909 on billings of $739,788. The agency's 1979 volume included $407,068 in media, $440,711 in materials and services and $14,434 in capitalized fees. Its 1978 volume included $226,774 in media, $490,096 in materials and services and $22,917 in capitalized fees. Billings breakdown: Newspapers 4%, magazines 35%, radio 2%, outdoor 4%, business papers 5%, p.o.p. 50%. Employes: 5.

Esslin & Hall, Tampa, reported gross income of $631,288 on 1979 billings of $4,215,698. Net income was $105,794. Its 1978 results have not been reported. Accounts gained: Li'l General Stores, Florida Department of Commerce division of economic development, Combanks Corp., Celotex-Marley, and WRBQ radio. Lost: Richmond County Barbeque. Billings breakdown: Newspapers 33%, magazines 6%, radio 5%, tv 36%, outdoor 2%, business press 2%, other 16%. Employes: 20.

Estey-Hoover, Newport Beach, Cal., reported net income of $53,391 on gross income of $662,006 with 1979 billings of $4,224,281. In 1978, its net income was $47,230 on a gross of $456,740 with billings of $2,594,622. The agency's 1979 volume included $2,086,586 in media, $725,769 in materials and services and $1,411,926 in capitalized fees. Its 1978 volume included $1,260,049 in media, $438,332 in materials and services and $896,241 in capitalized fees.

Accounts gained: Leisure World, Seal Beach, Maranatha Music, Marlin Fiberglass, New Life Foundation, Rolling Hills Estates, Royce Co. and Tyndale House. Billings breakdown: Newspapers 6%, magazines 21%, radio 12%, tv 52%, business papers 9%. Employes: 18.

Everett, Brandt & Bernauer, Independence, Mo., had gross income of $219,039 in 1979 on billings of $1,623,932. It sustained a $2,460 net loss in 1979. In 1978, the agency had net income of $3,966 and gross income of $172,406 and netted $3,966 on billings of $789,624. Volume in 1979 included $612,736 in media, $118,730 in materials and services and $892,466 in capitalized fees. Its 1978 volume included $429,668 in media, $96,345 in materials and services and $263,611 in capitalized fees. Billings breakdown: Newspapers 14%, magazines 15%, radio 35%, tv 6%, outdoor 1%, material and services 14%, client fees 15%. Employes: 10 in two offices.

Faller Klenk & Quinlan, Buffalo, N.Y., had gross income of $980,048 in 1979 on billings of $8,268,062. In 1978, gross income was $811,000 on billings of $6,800,000. Volume in 1979 included $5,118,062 in media and $3,150,000 in materials and services. Its 1978 volume included $4,500,000 in media and $2,300,000 in materials and services.

Accounts gained: Air Techniques, W. R. Bonsal Co., Ciminelli Construction, Dunlop sports division, Electronic Navigation Industries, Erie Savings Bank, Graphic Controls coated products and recording charts divisions, N.Y. State Urban Development Corp., Pepsi-Cola Bottling Corps. (Batavia, Binghamton, Buffalo, Elmira, Jamestown, Niagara), Trojan Industries, S. B. Whistler & Sons, WWOL-AM, WWOR-FM. Lost: Gardette, Metrolina Olds, Shur-Line, Speakeasy Steak House, Houdaille Strippit division. Billings breakdown: Newspapers 10%, magazines 17%, radio 6%, tv 19%, business papers 20%, p.o.p. 7%, direct mail 19%, other 2%. Employes: 61 in two offices.

Feldman McPherson Topin, Chicago, had gross income of $772,500 on 1979 capitalized billings of $5,150,000. In 1978, it had gross income of $502,500 on capitalized billings of $3,350,000.

Accounts gained: *U.S. News & World Report's* book division, Continental Illinois National Bank's correspondent banking division, HAG a/s Office Chairs, Fox Valley Villages, Metropolitan Structures, Bank Administration Institute, NCG Industrial Gases and Educational Systems.

H. T. Fenton Associates, Somerville, N.J., reported net income of $46,500 and gross income of $465,000 on $3,101,000 in billings. Its 1978 net was $38,725 and gross was $387,250 on billings of $2,582,500. Its 1979 billings included $620,000 in media, $480,000 in materials and services and $2,001,000 in capitalized fees. Its 1978 billings included $515,000 in media, $400,000 in materials and services and $1,667,500 in capitalized fees.

Accounts gained: Namaico, Pressurized Products. Billings breakdown: Newspapers 10%, magazines 25%, radio 5%, farm publications 50%, p.o.p. 10%. Employes: 13.

Ferber & Strauss, New York, reported gross income of $892,000 in 1979 on billings of $4,784,050. In 1978, gross income was $937,000 on billings of $5,100,000. Volume in 1979 included $3,650,000 in media, $560,430 in materials and services and $573,620 in capitalized fees. Its 1978 volume included $3,885,000 in media, $601,360 in materials and services and $613,640 in capitalized fees. Accounts gained: Wembley Industries. Lost: Happy Legs Sportswear. Billings breakdown: Magazines 45%, radio 7%, tv 15%, outdoor 5%, business papers 20%, p.o.p. 3%, direct mail 5%. Employes: 19.

Thomas G. Ferguson Associates, Parsippany, N.J., reported gross income of $990,872 in 1979 on billings of $12,390,259. In 1978, it reported gross income of $854,200 on billings of $6,819,380. Its 1979 billings included $616,830 in media, $1,228,300 in materials and services and $10,545,129 in capitalized fees. The agency's 1978 volume included $480,000 in media, $910,000 in materials and services and $5,429,380 in capitalized fees.

Accounts gained: C. R. Bard Inc.'s Bard Biomedical, B-D division of Becton, Dickinson & Co., Electro-Nucleonics, Wallace Laboratories, Deseret O.R. Products and Parke-Davis medical/surgical divisions of Warner-Lambert Co., Warner-Lambert International. Accounts lost: Texas Pharmacal Products division of Warner-Lambert. Billings breakdown: Magazines 15%, direct mail 15%, other 70%. Employes: 24.

Fessel, Siegfriedt & Moeller Advertising, Louisville, reported net income of $27,575 and gross income of $734,325 on billings of $3,674,934 in 1979. In 1978, net income was $32,320 and gross income was $750,470 on billings of $3,779,712. Volume in 1979 included $2,864,632 in media, $797,182 in materials and services and $13,120 in capitalized fees. Its 1978 volume included $2,916,175 in media, $808,742 in materials and services and $54,795 in capitalized fees.

Accounts gained: Allen Engineering Co., Celanese Polymer Specialties, Home Federal Savings of Memphis, Hoover Universal, Louisville Cycle Co., Scripps-Howard Publishing Co., Stewart Mechanical, Storer Communications of Jefferson County, Rauco Inc., Underwriters Safety Co. Accounts lost: L.A. Frey & Sons, Sears, Roebuck & Co., Louisville. Billings breakdown: Newspapers 25.1%, magazines 10%, radio 18.9%, tv 17.3%, outdoor 5.2%, transit 1.5%, p.o.p. 15.1%, other 6.9%. Employes: 22.

Martin Fiderer Associates, Englewood Cliffs, N.J., had gross income of $217,500 on 1979 billings of $1,450,000. It had 1978 gross income of $153,750 on billings of $1,025,000. Accounts gained: Commerce Drug Co. division of Del Laboratories. Billings breakdown: Magazines 20%, direct mail 45%, collateral 35%. Employes: 5.

The Fidler Group, New York, had gross income of $292,500 and net income of $110,000 in 1979 billings of $2,381,940, including $525,000 in media, $643,000 in materials and services and $1,213,940 in capitalized fees. Fidler's 1978 performance was unreported. Accounts added: *Business Week, Progressive Grocer, Sporting News, U.S. News & World Report*, Walt Disney Productions. Billings breakdown: Newspapers 2%, magazines 8%, direct mail 90%. Employes: 15.

Finnegan & Agee, Richmond, Va., reported net income of $55,640 and gross income of $547,735 on billings of $3,651,569 in 1979. In 1978, net income was $43,519 and gross income was $431,220 on billings of $2,874,804. Volume in 1979 included $2,200,000 in media, $980,000 in materials and services and $471,569 in capitalized fees. Its 1978 volume included $2,100,000 in media, $500,000 in materials and services and $274,801 in capitalized fees.

Accounts gained: French & Co., Metropolitan Private Industry Council, Holiday Inn/Fanny's, Metropolitan Economic Development Council, Virginia First S&L, Eskimo Flavors. Accounts lost: Stanley Stegmeyers' Hodgepodge, Williamsburg Hospitality House. Billings breakdown: Newspapers 5%, magazines 17%, radio 40%, tv 35%, outdoor 3%. Employes: 20.

Fletcher-Walker-Gessell, Midland Park, N.J., had estimated gross income of $764,000 in 1979 on billings of $5,100,000. In 1978 estimated gross income was $630,000 on billings of $4,200,000. Volume in 1979 was all in media. Figures for 1978 were not reported.

Accounts gained: Amergraph Inc., Carnfeldt Inc., Georgia-Pacific Hopper division, K. G. Saur Inc., Koslow Scientific Co., Promeq-Gallus, Schuler Inc. Lost: Bobst Graphics Varisystems division.

Billings breakdown: Newspapers 15%, radio 10%, business papers 48%, direct mail 12%, other (audio-visual) 15%. Employes: 22.

Harold E. Flint & Associates, Fargo, N.D., had gross income of $659,548 on billings of $4,181,761 in 1979. In 1978 it had gross income of $540,878 on billings of $3,419,078. Its 1979 volume included $1,938,781 in media, $648,070 in materials and services and $1,594,910 in capitalized fees. Its 1978 volume included $1,516,626 in media, $562,349 in materials and services and $1,340,103 in capitalized fees.

Accounts gained: Agri-Aide, Fargo Metropolitan Area Transit, J.W. Enterprises, Polyco American, Dial A Firm. Lost: M-O-D Company Intl., D.S. Kane.

Billings breakdown: Newspapers 30%, magazines 1%, radio 10%, tv 16%, outdoor 4%, business papers 20%, farm publications 18%, direct mail 1%. Employes: 20.

Hank Forssberg Advertising, Hackensack, N.J., reported gross income of $975,000 in 1979 on billings of $6,500,000. In 1978, gross income was $1,080,000 on billings of $7,200,000.

Account gained: Ferrari North America. Billings breakdown: Newspapers 20%, magazines 20%, radio 25%, tv 15%, business papers 5%, p.o.p. 15%. Employes: 20 in two offices.

Peter Forstenzer, New York, had an estimated gross income of $70,875 in 1979 on billings of $472,500. In 1978 it had an estimated gross income of $64,425 on billings of $429,000. Its 1979 volume included $277,700 in media and $194,800 in materials and services. Its 1978 volume included $267,500 in media and $162,000 in materials and services. Accounts gained: Henley & Co., Thorson Chemicals Corp., Tech Industries Inc. Lost: Hedwin Corp. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, business papers 35%, p.o.p. 5%, direct mail 45%. Employes: 4.

Francom Advertising, Salt Lake City, reported 1979 net income of $10,000 and gross income of $60,000 on billings of $572,020. Its 1978 net was $20,000 and gross was $100,000 on $1,375,000 in billings. Its 1979 billings included $300,000 in media, $232,000 in materials and services and $40,020 in capitalized fees. Its 1978 billings included $400,000 in media, $308,000 in materials and services and $667,000 in capitalized fees.

Accounts gained: Western Heritage Thrift & Loan, St. Clair Aluminum, Knighton Optical, Bartile Roofing, Ponderosa Distributing.

Accounts lost: Stephen Wade Pontiac, State Bank of St. George, Dinwoody Furniture, Rocky Mountain Bluegrass, Snelgrove's Ice Cream, Le Parisien. Billings breakdown. Newspapers 30%, magazines 10%, radio 30%, tv 10%, outdoor 10%, direct mail 10%. Employes: 3.

Sheldon Fredericks Advertising, New York, reported net income of $103,000 with gross income of $553,000 on 1979 billings of $5,296,370. Its 1978 net was $101,000 with gross income of $481,000 on billings of $4,825,285. Its 1979 billings included $3,067,000 in media, $822,000 in materials and services and $1,407,370 in capitalized fees. Its 1978 billings included $2,812,000 in media, $776,000 in materials and services and $1,237,285 in capitalized fees.

Accounts gained: Vegetable Factory Greenhouses, Morse-Reid Pharmaceuticals, Fox-Kirschbaum-Fox CPA Review courses. Billings breakdown: Newspapers 30%, magazines 22%, radio 12%, tv 21%, business papers 6%, direct mail 9%. Employes: 18.

Fricke 3, Raleigh, N.C., reported gross income of $255,047 on billings of $1,264,940 in 1979. In 1978, the agency's gross income was $179,490 on billings of $960,986. Its 1979 billings included $566,004 in media, $575,355 in materials and services and $123,581 in capitalized fees. Its 1978 volume included $309,374 in media, $453,833 in materials and services and $197,779 in capitalized fees.

Accounts gained: Melex USA, Seeburg Music, Thorpe & Ricks. Lost: Burris Industries. Billings breakdown: Newspapers 10%, magazines 45%, radio 10%, tv 20%, outdoor 10%, business papers 5%. Employes: 8.

Fry/Hammond/Barr, Orlando, reported net income of $269,200 and gross income of $787,382 in 1979 on billings of $8,562,604. In 1978, gross income was $640,837 on billings of $6,023,190. Volume in 1979 included $3,222,550 in media.

Agencies with gross income under $1,000,000

$1,473,842 in materials and services and $3,866,212 in capitalized fees. Its 1978 volume included $3,038,840 in media, $959,765 in materials and services and $2,024,885 in capitalized fees. Account gained: Qwip Systems. Lost: J. Mitton Newton Inc. Billings breakdown: Newspapers 20%, magazines 3%, radio 7%, tv 40%, outdoor 8%, business press 7%, direct mail 14%, other 1%. Employes: 25.

Fulcher/Brownfield, Phoenix, had gross income of $225,000 on billings of $1,500,000 in 1979. In 1978, it had gross income of $150,000 on $1,000,000 in billings. Accounts gained: Olin America's Cavalier Homes, Sun State Savings Bank. Billings breakdown: Newspapers 20%, magazines 3%, supplements 2%, radio 10%, tv 60%, outdoor 5%. Employes: 5.

Clif Furgurson Advertising, Fresno, Cal., had gross income of $540,959 in 1979 on billings of $3,606,389. No data were supplied for 1978, but the agency had an estimated $450,000 gross income on about $3,000,000 in billings. Volume in 1979 included $3,102,000 in media, $112,540 in materials and services and $391,849 in capitalized fees. Billings breakdown: Newspapers 30%, magazines 6%, radio 12%, tv 40%, outdoor 2%, business papers 4%, p.o.p. 2%, other 4%. Employes: 14.

GGK America, New York, wholly-owned subsidiary of GGK, Basel, Switzerland, reported gross income of $750,000 on 1979 billings of $5,000,000. Its 1978 gross was $480,000 on billings of $3,200,000. Accounts gained: United Technologies, International Watch, Fischer America. Lost: Bogner of America. Billings breakdown: Newspapers 15%, magazines 40%, radio 5%, tv 15%, business press 15%, p.o.p. 10%. Employes: 11.

GKD Advertising, Oklahoma City, had estimated gross income of $528,000 on 1979 billings of $3,520,529. In 1978 the agency had estimated gross income of $384,000 on $2,594,855 in billings. The agency's 1979 volume included $1,352,299 in media, $828,437 in materials and services and $1,339,793 in capitalized fees. In 1978 volume consisted of $1,132,867 in media, $688,763 in materials and services and $773,225 in capitalized fees.

Accounts gained: Air Central Airlines, Asphalt Machinery, Fabrication de Equipo, Emergency Medical, Rock Creek Polo Club, Hillcrest Management, Jordon Bus Co., Memorial Hospital, Oklahoma Tourism, Ozark Regional Commission. Lost: Frisch's, local Pizza Hut, Sears. Billings breakdown: Newspapers 5%, magazines 50%, radio 10%, tv 25%, outdoor 2%, p.o.p. 3%, direct mail 5%. Employes: 22.

Gabel Advertising, Colorado Springs, reported net income of $38,322 and gross income of $314,281 in 1979 on billings of $2,189,201. In 1978, net income was $13,172 and gross income was $317,887 on billings of $2,188,572. Volume in 1979 included $953,828 in media, $255,417 in materials and services and $979,956 in capitalized fees. Its 1978 volume included $759,468 in media, $276,472 in materials and services and $1,152,632 in capitalized fees. Accounts gained: Aspen Airways, Con-Wall Corp., The Ranch. Billings breakdown: Newspapers 35%, magazines 13%, radio 14%, tv 35%, outdoor 2%, direct mail 1%. Employes: 10.

Gallagher Group, New York, reported gross income of $683,800 in 1979 on billings of $4,558,940. In 1978 gross income was $690,000 on billings of $4,600,000. Volume in 1979 included $4,012,000 in media and $546,940 in capitalized fees. Its 1978 billings included $3,862,965 in media and $737,035 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 2%, radio 20%, tv 49%, outdoor 6%, business papers 1%, transit 1%, p.o.p. 1%. Employes: 11.

Gann-Dawson, Scranton, Pa., reported gross income of $477,150 in 1979 on billings of $3,181,942. In 1978, gross income was $454,418 on billings of $3,030,332. Volume in 1979 included $1,151,829 in media, $139,328 in materials and services and $1,890,785 in capitalized fees. Its 1978 volume included $1,077,753 in media, $200,243 in materials and services and $1,752,336 in capitalized fees.

Accounts gained: Halsey Inc., Moses Taylor Hospital, Novick Chemical. Lost: Northern Central Bank. Billings breakdown: Newspapers 22%, magazines 3%, radio 6%, tv 34%, outdoor 3%, business papers 32%. Employes: 16.

Gardiner Advertising, Salt Lake City, had gross income of $439,988 on billings of $2,825,412 in 1979. Gross income in 1978 was $418,786 on billings of $2,733,068. Billings in 1979 included $1,147,300 in media, $358,536 in materials and services and $1,319,576 in capitalized fees. Volume in 1978 included $1,399,801 in media, $106,686 in materials and services and $1,226,581 in capitalized fees.

The agency added Utah Travel Council, and lost Kedman Co., Western Savings and Valley Banks. Billings breakdown: Newspapers 15%, magazines 12%, radio 18%, tv 52%, outdoor 3%. Employes: 13.

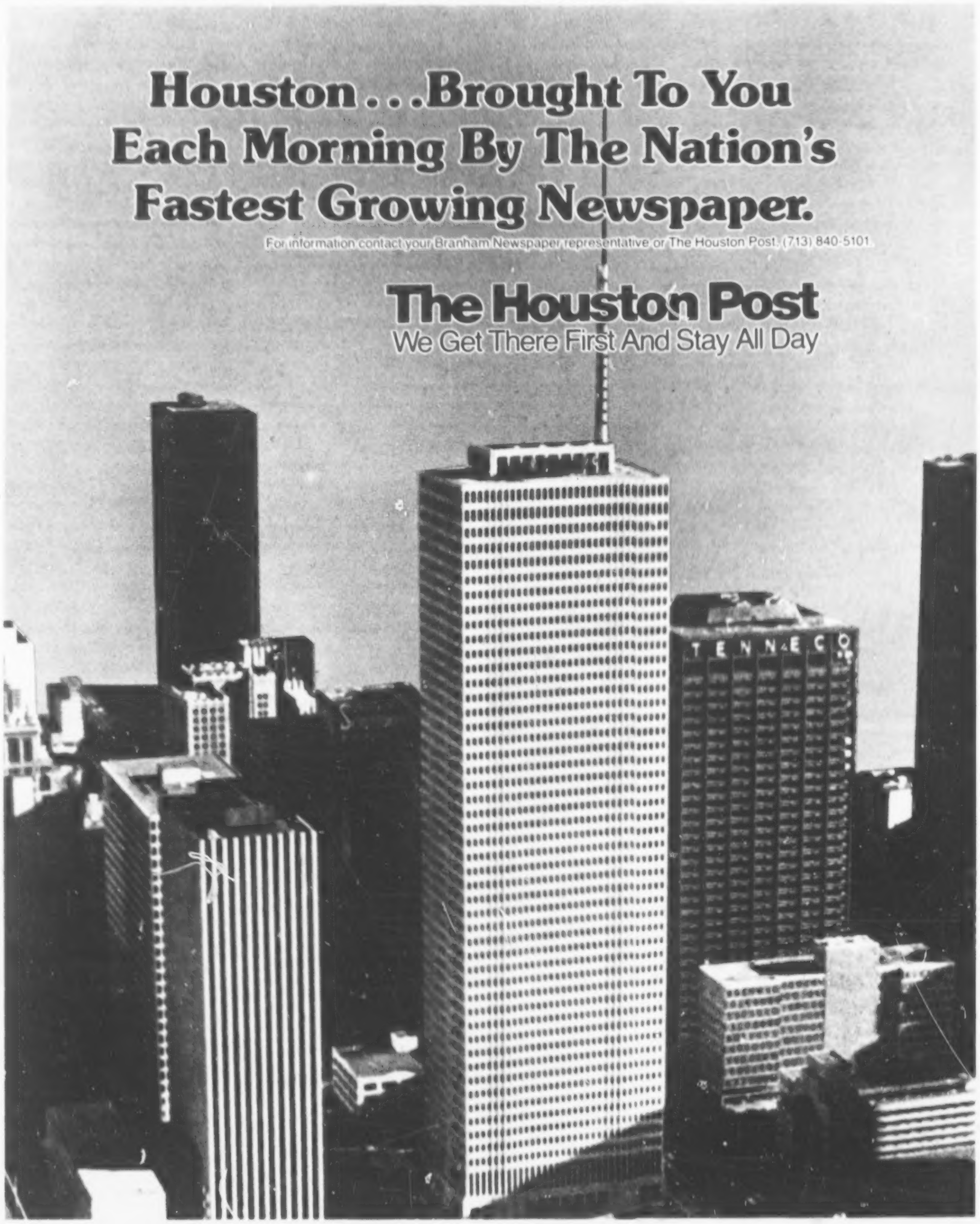
Gardner Communications, San Francisco, reported gross income of $675,367 on billings of $4,403,203 in 1979. Its 1978 gross was $275,000 on billings of $1,833,450. Its 1979 billings included $2,000,000 in media, $989,000 in materials and services and $1,514,203 in capitalized fees. Its 1978 billings included $1,600,000 in media and $233,450 in capitalized fees.

Accounts gained: Highland Industries, Printed Circuits International. Billings breakdown: Newspapers 20%, magazines 15%, radio 25%, tv 30%, outdoor 5%, business papers 5%.

Gaynor & Ducas, New York, reported gross income of $894,508 in 1979 on billings of $6,102,546. In 1978, the agency had gross income of $1,464,794 on billings of $9,843,109. Billings in 1979 included $3,316,383 in media, $670,733 for materials and services and $2,115,430 in capitalized fees. In 1978, billings included $6,025,922 in media, $1,086,829 for materials and services and $2,730,358 in capitalized fees. The agency included the billings of its subsidiary, PR Associates, in its report.

Accounts gained: Lea Ronal, Model Expo, Sea Land Services, Advertising Agency Register, Jan Originals, Furrari Furs, Euro Imports, First Investors Corp. Accounts lost: Anaconda Co., Automatic Switch Co., Ethyl Corp. Billings breakdown: Magazines 38%, business press 32%, newspapers 10%, tv 6%, radio 5%, p.o.p. 9%. Employes: 24.

Charles A. Geiger Associates, Nashville, had gross income of $145,000 in 1979 on billings of $971,099. In 1978, gross income was $119,000 on billings of $759,101. Volume in 1979 included $966,497 in media and $1,657 in


Houston . . .Brought To You Each Morning By The Nation's Fastest Growing Newspaper.
For information contact your Branham Newspaper representative or The Houston Post. (713) 840-5101
The Houston Post
We Get There First And Stay All Day
TENNECO

Agencies with gross income under $1,000,000

in materials and services. A total of $2,945 was in non-U.S. volume. Its 1978 volume included $790,790 in media and $1,416 in materials and services. A total of $2,895 was in non-U.S. volume.

Accounts gained: Gulf + Western, Hoeganaes, Avco aerostructures, B.K. Sharpe & Associates, Genesco (recruitment), TSC Industries, Nashville Bridge Co., Bruce Hardwood Flooring, Kuhn's BIG K, Heil-Quaker, Tennessee Hospital Assn., Psychiatric Center International, Polymer Technology, Rodgers Industries, Wrangler Boot Co. Resigned: Family Life Crusades, Holiday Inns of America. Lost: General Outdoor Advertising Corp., Hycone, Ken-Ten Productions, Hospital Corp. of America (overseas). Billings breakdown: Newspapers 65%, magazines 15%, outdoor 10%, business papers 10%. Employes: 15 in two offices.

Gillen/Kloss & Associates, Newport Beach, Cal., estimates gross income of $720,000 in 1979 on billings of $4,800,000. In 1978 the agency estimated gross income of $675,000 on billings of $4,500,000. Accounts gained: J.D. Press, North American Distributors. Billings breakdown: Newspapers 15%, magazines 20%, radio 10% business papers 20%, p.o.p. 5%, direct mail 15%, collateral 15%. Employes: 15.

Gillespie Advertising, Princeton, N.J., formerly Gillespie & Pavelec, reported gross income of $597,753 in 1979 on billings of $3,985,019. In 1978, gross income was $532,373 on billings of $3,550,287. Volume in 1979 included $1,037,652 in media, $646,150 in materials and services and $2,301,217 in capitalized fees. Its 1978 volume included $1,351,054 in media, $108,539 in materials and services and $2,090,694 in capitalized fees.

Accounts gained: Berlitz Schools of Languages, Gralla Publications, Petrodata Inc., Landau/Princeton, Permacel Longships. Lost: Pak-Line industrial division of Homasote Co., T.F.H. Publications. Billings breakdown: Newspapers 23%, magazines 45%, radio 5%, outdoor 1%, business papers 1%, farm publications 1%, p.o.p. 2%, direct mail 22%. Employes: 13.

Gilmore Advertising, Kalamazoo, Mich., reported 1979 gross income of $705,000 and net income of $39,800 on billings of $4,342,000. Its 1978 gross income was $730,500 and net income was $26,300 on billings of $4,826,000. Billings in 1979 included $2,190,000 in media, $825,000 in materials and services and $1,327,000 in capitalized fees. Its 1978 billings included $2,438,500 in media, $893,500 in materials and services and $1,494,000 in capitalized fees. Lost: All in Gilmore's Rockford, Ill., office, which was sold. Billings breakdown: Newspapers 10%, radio 21%, tv 29%, outdoor 4%, business papers 29%, transit 1%, p.o.p. 1%, other 5%. Employes: 22.

When only the best will do.

Specializing in Media, Advertising & Sales Promotion. We'll make your search easy and successful

Contact Karen Katz, CPC
Director of Advertising, Media

Forum Personnel Inc.
342 MADISON AVE
NEW YORK, N.Y. 10017
(212) 687-4050 AGENCY

Pete Glasheen Advertising, New York, reported gross income of $196,421 on billings of $1,661,460 in 1979. In 1978 the agency had $59,516 in gross income on billings of $434,523. Its 1979 billings included $423,912 in media, $45,813 in materials and services and $1,191,735 in capitalized fees. Its 1978 billings included $135,856 in media, $11,990 in materials and services and $286,677 in capitalized fees.

Accounts gained: Homecraft Marketing, Cross Patch. Resigned: Sito Industries. Billings breakdown: Newspapers 10%, magazines 34%, tv 40%, business papers 16%. Employes: 7.

Goff Communications, Corning, N.Y., reported net income of $15,150 and gross income of $277,249 in 1979 on billings of $1,848,327. In 1978, net income was $13,815 and gross income was $287,841 on billings of $1,918,940. Volume in 1979 included $1,101,972 in media, $274,119 in materials and services and $472,236 in capitalized fees. Its 1978 volume included $1,167,083 in media, $267,615 in materials and services and $484,242 in capitalized fees.

Accounts gained: Sunmaster Corp., Transelco division of Ferro Corp. Lost: Corning Glass Works. Billings breakdown: Newspapers 35%, radio 12%, tv 8%, outdoor 5%, business papers 32%, p.o.p. 1%, direct mail 4%, other 3%. Employes: 8.

Goldstein Associates, Chevy Chase, Md., had gross income of $155,696 in 1979 on billings of $864,981. In 1978 the agency had gross income of $36,250 on billings of $213,238. Its 1979 volume included $379,874 in media, $167,835 in materials and services and $317,272 in capitalized fees. Its 1978 volume included $134,375 in media and $78,863 in materials and services. Accounts gained: J.R.'s Good Times, Timberlake. Billings breakdown: Magazines 46%, supplements 2%, radio 31%, tv 21%. Employes: 3.

Goodman & Associates, Fort Worth, had estimated gross income of $300,000 with billings of $2,000,000 in 1979. In 1978 the agency's estimated gross was $255,000 with billings of $1,700,000.

Accounts gained: Master Shield Vinyl Siding, Prestige Vehicles, Triad Business & Industrial Park, First National Bank of Abilene, Tyra Summit Resort Townhouse, Willow Lake-Townhomes Courtyard, Blanco Manufacturing, Atlas Pier Co. and Blossom's Restaurants. Lost: Chickasaw Lumber Co., R. Ballenger & Co. menswear. Billings breakdown: Newspapers 26%, magazines 18%, radio 19%, tv 16%, outdoor 5%, transit 1%, p.o.p. 2%, direct mail 4%, other 9%. Employes: 12.

Gorchov Advertising, Miami Beach, had gross income of $78,021 in 1979 on billings of $493,531. In 1978 the agency had gross income of $76,740 on billings of $475,700. The agency added "several small accounts" in 1979. Billings breakdown: Newspapers 80%, magazines 10%, outdoor 10%. Employes: 4.

Gordon Advertising, Grand Rapids, Mich., reported 1979 gross income of $590,000 on billings of $3,067,000. In 1978, gross income was $317,500 on $1,850,250 in billings. Volume in 1979 included $1,750,000 in media, $650,000 in materials and services and $667,000 in capitalized fees. In 1978, billings included $1,150,000 in media, $200,000 in materials and services and $500,250 in capitalized fees.

Accounts added: Magnavox Home Entertainment Centers, Universal Forest Products' Great Lakes Traded Products division, Pearson-Cook Realtors and United Stationers. Billings breakdown: Newspapers 40%, magazines 5%, radio 10%, tv 15%, outdoor 5%, business press 5%, p.o.p. 10%, direct mail 10%. Employes: 27.

The Gottlieb Group, Englewood Cliffs, N.J., had estimated gross income of $713,985 in 1979 on billings of $4,759,900. In 1978 its estimated gross income was $605,453 on billings of $4,036,350. Its 1979 volume included $1,300,000 in media, $325,000 in materials and services and $3,134,900 in capitalized fees. Its 1978 volume included $1,050,000 in media, $285,000 in materials and services and $2,701,350 in capitalized fees.

Accounts gained: Maxell battery products division, B.I.C./Avnet (special projects.) Billings breakdown: Newspapers 16%, magazines 20%, radio 22%, tv 8%, outdoor 4%, p.o.p. 30%. Employes: 14.

John E. Goulet Advertising, Cleveland, reported gross income of $89,647 and net income of $53,788 on 1979 billings of $621,664. In 1978, it had gross income of $64,412 and net income of $38,647 on billings of $447,818. Billings in 1979 included $580,112 in media, $14,872 for materials and services and $26,680 in capitalized fees. In 1978, billings included $419,828 in media, $7,980 for materials and services and $20,010 in capitalized fees.

Accounts gained: First Fiduciary Investment Counsel, Bender Investment Co., Luxury Limousines. Media breakdown: Newspapers 5%, tv 88%, business press 7%. Employes: 1.

Graber & Cohen, New York, had gross income of $629,000 in 1979 on billings of $4,197,000. In 1978, gross income was $355,050 on billings of $2,367,000. Volume in 1979 included $3,200,000 in media, $130,000 in materials and services and $867,000 in capitalized fees. Its 1978 volume included $1,200,000 in media, $100,000 in materials and services and $1,067,000 in capitalized fees.

Accounts gained: Weight Watchers International, Emilio Pucci Fashions, Conair professional hair care products, United Federation of Teachers, *Interior Design*, Danish Tourist Board. Lost. Atelier International. Overseas accounts gained: Leading Hotels of The World, Bing & Grondahl Copenhagen Porcelain, Malto Denko. Billings breakdown: Newspapers 10%, magazines 50%, radio 10%, tv 15%, p.o.p. 15%. Employes: 23.

Graphicus 14, Morristown, N.J., had net income of $52,180 and gross income of $523,000 in 1979 on billings of $5,300,000. In 1978, net income was $27,449 and gross income was $290,000 on billings of $3,500,000.

Volume in 1979 included $3,500,000 in media and $1,800,000 in materials and services. Its 1978 volume included $1,934,000 in media and $1,566,000 in materials and services.

Accounts gained: Video Tek, Mars Electronics, Non-Fluid Oil Corp., Cadance Industries, Volvo special projects, Royal Doulton & Co. special projects, Planned Capital Investments, Fitchburg C.P.I., Entenmann's division of Warner-Lambert (sales promotion), Paterson Diocese, Tesa Corp., *Morris County Daily Record*, Engelhard Industries minerals and exhaust control divisions, Christenson & Montgomery Associates, Orange State Life Insurance, First Morris Bank, Downs Ajax Rent-A-Car. Lost: Sea Land Services. Billings breakdown: Newspapers 15%, magazines 40%, radio 2%, tv 5%, outdoor 5%, p.o.p. 5%, direct mail 25%, audio-visuals 3%. Employes: 12.

Foote, Cone & Belding/Honig, San Francisco, prepared this ad for Levi's Youthwear jeans.

Paula Green Inc., New York, reported 1979 gross income of $677,065 on billings of $4,477,500. In 1978, the agency reported gross income of $555,000 on billings of $3,700,500. The agency's 1979 volume included $2,600,000 in media, $210,000 in materials and services and $1,667,500 in capitalized fees. Its 1978 volume included $2,500,000 in media, $200,000 in materials and services and $1,000,500 in capitalized fees.

Accounts gained: Stanley Home Products, Marval Poultry Co., Goya Foods, Second Careers.

Account lost: Jacomo. Billings breakdown: Newspapers 7%, radio 10%, tv 70%, transit advertising 3%, other 10%. Employes: 11.

Greene & Claire, New York, reported U.S. income of $545,000 and non-U.S. income of $35,000 for total gross income of $580,000 on 1979 billings of $4,600,000. In 1978, its U.S. income was $525,000 and non-U.S. income was $50,000 for total gross income of $575,000 on billings of $3,850,000. Its 1979 U.S. volume included $2,800,000 in media, $880,000 in materials and services and $620,000 in capitalized fees. Its 1978 U.S. volume included $2,500,000 in media, $616,000 in materials and services and $494,000 in capitalized fees. Overseas volume on a capitalized basis was $300,000 in 1979 and $240,000 in 1978.

Accounts gained: Pet Industries Joint Advisory Council, Phillippe Handbags. Billings breakdown: Newspapers 24%, magazines 22%, supplements 5%, radio 5%, tv 15%, business papers 15%, p.o.p. 2%, direct mail 4%, sales promotion 8%. Employes: 17 in 2 offices.

Gregory Enterprises, New York, had net income of $36,000 and gross income of $310,000 in 1979 on billings of $1,150,500. In 1978, net income was $10,000 and gross income was $200,000 on billings of $767,000.

The agency's 1979 volume included $100,000 in media, $50,000 in materials and services and $1,000,500 in capitalized fees. Its 1978 volume included $75,000 in media, $25,000 in materials and services and $667,000 in capitalized fees.

Accounts gained: *Scientific American*, Valtec Fiberoptics, Applied Solar, Capitol Stage Lighting, Orient Express (overseas). Billings breakdown: Magazines 20%, business papers 50%, collateral 30%. Employes: 6.

Grizzard Advertising, Atlanta, had gross income of $487,365 on billings of $3,249,100 in 1979. In 1978 the agency had estimated gross income of $460,000 on billings of $3,073,931. Billings breakdown: Direct mail 100%. Employes: 50.

Groseclose & Poindexter Advertising, Roanoke, Va., reported gross income of $130,887 in 1979 on billings of $916,994. In 1978, gross income was $118,884 on billings of $755,572. Volume in 1979 included $458,409 in media, $46,760 in materials and services and $411,825 in capitalized fees. Its 1978 volume included $395,243 in media, $77,041 in materials and services and $283,288 in capitalized fees.

Accounts gained: Brown, Edwards & Co., Neuhoff Farms, World Travel Services, First National Bank of Rocky Mount, People's Bank of Danville, Patrick Henry National Bank, Virginia Gentlemen of Olds. Lost: La Maison du Gourmet, Copperfield's Restaurant & Disco. Billings breakdown: Newspapers 30%, magazines 5%, supplements 1%, radio 21%, tv 29%, outdoor 8%, business papers 1%, direct mail 5%. Employes: 6.

Herb Gross & Co., Rochester, N.Y., reported net income of $80,000 and gross income of $205,000 on billings of $1,366,750 in 1979. In 1978, net income was $60,000 and gross income was $150,000 on billings of $1,000,050. Its 1979 volume included $800,000 in media, $400,000 in materials and services and $166,750 in capitalized fees. Its 1978 volume included $600,000 in media, $300,000 in materials and services and $100,050 in capitalized fees.

Accounts gained: Darvish Orientals, Rochester Radio, Command Performance-Syracuse, Valley Cadillac, Chassis Dynamics, Yesterday's, Hoky of Upstate N.Y., Bathtique International, E.J. Lobene. Lost: Command Performance-Connecticut, Ridge Electronics, Dave Malta's Motorhome World. Non-U.S. accounts gained: Color Your World-Canada, Plumbing Mart-Canada. Billings breakdown: Newspapers 5%, radio 45%, tv 45%, outdoor 2.5%, transit 2.5%. Employes: 4.

Gross Townsend Frank, New York, formerly Alan Gross Communications, had estimated gross income of $840,000 in 1979 on billings of $5,600,000. In 1978 it had gross income of $150,000 on billings of $1,000,000. Accounts gained: Syva Co., E.R. Squibb & Sons, Clay Adams, Collagen Corp., Oppenheim, Appel, Market Measures, CardioRobics. Billings breakdown: Magazines 30%, direct mail 30%, sales promotion 40%. Employes: 16.

HMK Advertising, Chestnut Hill, Mass. had gross income of $270,000 on billings of $1,800,000 in 1979. In 1978, gross income was $255,000 on billings of $1,700,000. Accounts gained: La Loren, Globetrotters Inc., Charles Gilbert. Billings breakdown: Newspapers 80%, magazines 3%, business papers 5%, p.o.p. 2%, direct mail 10%. Employes: 18.

Haddad, Lawrence Advertising, Los Angeles, reported gross income of $450,000 in 1979 on billings of $3,000,000 in 1979. In 1978, it reported $390,000 in gross income

Agencies with gross income under $1,000,000

on billings of $2,600,000. Volume in both years was all in media. Accounts gained: Englander Mattresses, Informatics, W.S. Shamban Co., Riviera Spas Hot Tubs, Bathroom Jewelry, Great American Manufacturing, Screening Systems, Eleven States Mfg. Billings breakdown: Newspapers 10%, magazines 20%, supplements 10%, radio 15%, tv 35%, other 10%. Employes: 13.

Don Hansen Advertising, Westport, Conn., reported gross income of $520,000 on billings of $3,467,450 in 1979. In 1978, gross income was $495,000 on billings of $3,300,000. Volume in 1979 included $1,060,000 in media, $840,000 in materials and services and $1,567,450 in capitalized fees. Its 1978 volume included $1,025,000 in media, $774,250 in materials and services and $1,500,750 in capitalized fees.

Accounts gained: Coordinating Research Council, Insurance Consortium of America, Union Carbide, Burroughs Graphic Sciences, Redactron. Lost: Subway, Guerin. Employes: 9.

Harant Soghigian Advertising, Washington, D.C., had gross income of $410,000 on billings of $2,600,000 in 1979. In 1978, gross income was $230,000 on $1,600,000 in billings. Its 1979 volume included $2,000,000 in media, $200,000 in materials and services and $400,000 in capitalized fees. In 1978, volume included $1,130,000 in media, $70,000 in materials and services and $400,000 in capitalized fees.

Accounts gained: River Inn, Century Ford, Washington Opera, Black Student Fund, Northwestern Federal Savings & Loan. Accounts lost: Cedar Post, Carl M. Freeman Associates. Billings breakdown: Newspapers 25%, magazines 30%, radio 30%, tv 10%, direct mail 5%. Employes: 11.

Harrison Higgins, New York, had gross income of $900,000 on billings of $6,068,000 in 1979. U.S. income was $815,000 on billings of $5,434,000 in 1978. Billings last year included $2,100,000 in media, $1,300,000 in materials and services and $2,668,000 in capitalized fees. In 1978, billings included $1,900,000 in media, $1,200,000 in materials and services and $2,334,000 in capitalized fees. Accounts gained: Scientific Design, Okonite Corp., Laing Construction. Billings breakdown: Newspapers 20%, magazines 15%, radio 10%, tv 2%, outdoor 8%, business press 25%, direct mail 20%. Employes: 30 in two offices.

Hart/Conway Co., Rochester, N.Y., reported gross income of $673,478 in 1979 on billings of $4,492,032. In 1978, gross income was $693,311 on billings of $4,266,832. Volume in 1979 included $2,545,639 in media, $176,855 in materials and services and $1,769,538 in capitalized fees. Its 1978 volume included $2,599,352 in media, $144,659 in materials and services and $1,522,821 in capitalized fees.

Accounts gained: Eastman Kodak special projects, Naum Bros., PGA-Grand Slam of Golf, Red Coach, Uniroyal Tires for New York State. Lost: Electronic Navigation Industries. Billings breakdown: Newspapers 40%, magazines 9%, radio 24%, tv 20%, outdoor 6%, transit 1%. Employes 22.

Hart Services, Chicago, reported gross income of $712,500 on billings of $4,750,000 in 1979. In 1978 it reported gross income of $675,000 on billings of $4,500,000. Accounts gained: Pierre Cardin menswear, Eskay Mfg., Ethique Labs, Johnny Carson Here's Johnny fragrance. Billings breakdown: Magazines 50%, radio 5%, tv 5%, p.o.p. 5%, other 35%. Employes: 27.

Hazard Advertising, New York, reported net income of $50,000 and gross income of $816,000 in 1979 on billings of $5,400,000. In 1978, net income was $52,000 and gross income was $797,000 on billings of $5,478,000. The agency's overseas billings totaled $400,000 in 1979 and $478,000 in 1978. These figures include a subsidiary, Hazard Barbetta Miller.

Accounts lost: Cyro Industries. Billings breakdown: Newspapers 28%, magazines 2%, supplements 1%, radio 2%, outdoor 2%, business papers 35%, farm publications 2%, transit 1%, p.o.p. 5%, direct mail 8%, other 14%. Employes: 27 in three offices (25 in two U.S. offices).

Hicks & Grayson, Coral Gables, Fla., had gross income of $253,465 and net income of $27,881 in 1979 on billings of $1,422,525. In 1978 the agency had gross income of $226,022 and net income of $25,005 on billings of $1,239,708.

Accounts gained: Florida General Life Insurance Co., Bank of Coral Gables. Lost: Central Chevrolet, Springfield, Mass. Billings breakdown: Newspapers 20%, magazines 8%, radio 30%, tv 25%, outdoor 2%, business papers 15%. Employes: 3.

Higdon Group, St. Petersburg, Fla., (formerly Higdon & Fisher), reported 1979 gross income of $741,524 on billings of $4,943,609. Its 1978 gross was $664,125 on billings of $4,427,503. Its 1979 billings included $4,430,215 in media, $286,128 in materials and services and $227,266 in capitalized fees. Its 1978 billings included $3,810,326 in media, $322,193 in materials and services and $294,984 in capitalized fees.

Accounts gained: Tampa Maid Sea-Products, DeSear's Appliances, Hirsh Sailing Yachts, J. Milton Newton Inc., W. B. Johnson Properties, Dent-All of Florida. Lost: Steak 'n Shake. Billings breakdown: Newspapers 15%, magazines 5%, radio 15%, tv 45%, outdoor 5%, business papers 5%, p.o.p. 2%, direct mail 3%, collateral 5%. Employes: 21.

High Plains Advertising, Dodge City, Kan., had gross income of $201,300 and net income of $8,052 on billings of $1,342,501 in 1979. Gross income in 1978 was $160,362 and net income was $6,415 on billings of $1,069,497. Volume in 1979 included $331,943 in media and $1,010,558 in capitalized fees. In 1978, volume included $232,312 in media and $837,185 in capitalized fees.

Accounts added: Casterline Seed Co., Hank Schroeder Chevrolet. Lost: First National Bank of Liberal. Billings breakdown: Newspapers 12%, radio 19%, tv 7%, outdoor 3%, business press 1%, farm publications 32%, p.o.p. 15%, direct mail 3%, other (pr and fee) 8%. Employes: 4.

Jack Hodges III Communications, Shreveport, La., reported gross income of $520,054 on volume of $3,132,680 in 1979. In 1978, gross income was $475,202 on volume of $2,350,969. Volume in 1979 included $1,149,613 in media, $820,593 in materials and services and $1,162,474 in capitalized fees. In 1978, volume included $1,061,463 in media, $868,469 in materials and services and $421,037 in capitalized fees.

Billings breakdown: Newspapers 4%, magazines 2%, radio 30%, tv 59%, outdoor 5%. Employes: 24 in two offices.

GMLM is the fastest growing city in America.

AND DIARIO LAS AMERICAS IS THE BEST WAY TO REACH THE $2.5-BILLION GREATER MIAMI LATIN MARKET. IN ITS OWN LANGUAGE.

The Spanish-speaking population of Greater Miami is one of the phenomenons of modern times.

And it's getting more phenomenal all the time.

DIARIO LAS AMERICAS
Compara Carter Caso de Afganistán con la Invasión Rusa a Hungría y Checoslovaquia

It has increased over 1,000% since 1960. It now numbers more than a half-million people. With an annual income of over $2.5-billion. An affluent, acquisition-oriented market that buys, reads and trusts Diario Las Américas. The daily newspaper of the Greater Miami Latin Market for 27 years.

To find out more about GMLM—one of the most exciting markets in the world today—send the coupon below for our free brochure. In plain English, we'll tell you everything you need to know about Greater Miami's dynamic Spanish-speaking market.

GMLM
Diario Las Américas
ADVERTISING INFORMATION

¡Sí! I want to know more about the $2.5-billion Greater Miami Latin Market.

NAME ____________________

COMPANY ____________________

ADDRESS ____________________

CITY/STATE/ZIP ____________________

COUNTRY ____________________

Diario Las Américas

The Spanish-language Daily Newspaper.
Founded July 4, 1953

2900 N.W. 39th Street
Miami, Florida 33142
(305) 633-3341

Agencies with gross income under $1,000,000

Hood, Light & Geise, Harrisburg, Pa., had gross income of $316,493 in 1979 on billings of $2,257,964. In 1978, gross income was $275,438 on billings of $1,951,963. Volume in 1979 included $969,039 in media, $86,411 in materials and services and $1,202,514 in capitalized fees. Its 1978 billings included $812,246 in media, $71,341 in materials and services and $1,068,376 in capitalized fees. Accounts gained: Pennsylvania Public TV Network, Pennsylvania National Horse Show, Warner Cable (eastern region), Pennsylvania Custom Vehicle Show. Billings breakdown: Newspapers 14%, magazines 6%, radio 9%, tv 8%, outdoor 3%, business papers 2%, brochures and catalogs 4%, service fees 53%, other 1%. Employes: 13.

Horlick, Levin, Hodges, Los Angeles, reported gross income of $996,510 in 1979 on billings of $5,900,000. In 1978, gross income was $867,000 on billings of $5,100,000. Volume in both years was all in media. Account gained: Southern California Savings & Loan. Lost: Ironweve Pantyhose. Billings breakdown: Newspapers 11%, magazines 9%, radio 12%, tv 53%, outdoor 6%, collateral 9%. Employes: 16.

Hottman Edwards Advertising, Baltimore, reported gross income of $549,227 on capitalized billings of $3,487,170 in 1979. In 1978 the agency had $474,410 in gross income on capitalized billings of $2,912,000.

Accounts gained: State of Maryland, for state universities and colleges; Baltimore/Washington Auto Exchange; Norris Ford; Filbert Realty. Billings breakdown: Newspapers 34%, radio 28%, tv 31%, business papers 5%, direct mail 2%. Employes: 15.

Hughes, Martindale & Associates, Rolling Meadows, Ill., had estimated gross income of $231,600 on billings of $1,540,400 in 1979. It had estimated gross of $180,750 on billings of $1,205,000 in 1978. Its 1979 billings included $600,000 in media, $140,000 in materials and services and $800,400 in capitalized fees. Its 1978 billings included $450,000 in media, $120,000 in materials and services and $635,000 in capitalized fees.

Accounts gained: Graduate School of Banking, A.B. Dick Federal Credit Union, Plansmith, Deerbrook State Bank. Lost: Land of Lincoln Savings & Loan, Liberty Savings & Loan, LaGrange State Bank, Village of Forest Park. Billings breakdown: Newspapers 60%, radio 15%, outdoor 10%, transit advertising 5%, direct mail 5%, other 5%. Employes: 9.

David Hughley Advertising, Meridian, Miss., had gross income of $73,947 on billings of $525,483 in 1979. Its gross income in 1978 was $77,111 on billings of $549,546. Volume in 1979 included $291,589 in media, $6,880 in materials and services and $227,014 in capitalized fees. In 1978, volume included $277,383 in media, $7,793 in materials and services and $264,770 in capitalized fees. Accounts gained: Masonite Roofing, Pioneer Products, Holiday Inn. Billings breakdown: Newspapers 24%, magazines 4%, supplements 1%, radio 21%, tv 26%, outdoor 5%, business press 8%, p.o.p. 1%, other 10%. Employes: 5.

Huwen & Davies, Chicago, reported gross income of $567,000 in fiscal 1979 on billings of $3,836,000. In fiscal 1978, gross income was $532,00 (revised downward from $680,000) on billings of $3,550,000. Volume included $1,186,000 in media and $2,650,000 in capitalized fees. Its 1978 volume included $1,200,000 in media and $2,350,000 in capitalized fees.

Accounts gained: Chemical Coating division of Sherwin Williams, Dura-Bar division of Wells Mfg., Lift Parts Mfg. Co. Lost: Interlake Inc. Billings breakdown: Newspapers 3%, radio 2%, tv 10%, business papers 85%. Employes: 20.

IDEA Advertising, Caldwell, Ida., reported gross income of $618,967 in 1979 on billings of $4,126,446. Its 1978 results were not reported. Billings breakdown: Magazines 40%, direct mail 60%. Employes: 40.

Image Advertising, Roanoke, Va., had gross income of $252,000 on billings of $2,281,584 in 1979. U.S. income was $230,000 on billings of $2,006,000 in 1978. Net income was $25,000 in 1979 and $17,000 in 1978. Billings last year included $852,191 in media and $1,429,393 in capitalized fees. In 1978, billings included $793,000 in media and $1,213,000 in capitalized fees. Accounts gained: Bank of Christiansburg. Billings breakdown: Newspapers 28%, magazines 2%, radio 18%, tv 22%, outdoor 1%, p.o.p. 20%, direct mail 2%, other 7%. Employes: 13.

Image Dynamics, Baltimore, reported gross income of $201,862 in 1979 billings of $1,345,813. In 1978, gross income was $191,745 on billings of $1,278,364. Accounts gained: Herget & Co., Legg Mason Wood Walker, Reamer's Ltd., Moreland Memorial Park. Billings breakdown: Newspapers 15%, magazines 17%, radio 35%, tv 20%, outdoor 5%, business papers 1%, transit 3%, p.o.p. 2%, direct mail 2%. Employes: 6.

The Impact Group, Stuart, Fla., reported gross income of $357,444 in 1979 on billings of $2,556,842. Volume in 1979 included $527,655 in media, $187,454 in materials and services and $1,841,733 in capitalized fees. The agency did not report 1978 figures. Accounts gained: Mobil Land Development Corp., Burnup & Sims, South Bay Developers. Billings breakdown: Newspapers 31%, magazines 30%, radio 10%, tv 15%, outdoor 5%, business papers 5%, farm publications 1%, p.o.p. 1%, direct mail 2%. Employes: 11.

Impressive Advertising, Waynesboro, Va., had net income of $7,462 and gross income of $74,543 in 1979 on billings of $278,513. In 1978 the agency had net income of $4,152 and gross income of $69,214 on billings of $254,787. Its 1979 volume included $138,831 in media, $14,365 in materials and services and $125,318 in capitalized fees. Its 1978 volume included $127,007 in media, $12,669 in materials and services and $115,111 in capitalized fees. Billings breakdown: Newspapers 65%, magazines 20%, farm publications 15%. Employes: 4.

Inglehart & Partners, Chicago, had gross income of $315,000 in 1979 on billings of $2,100,000. In 1978, gross income was $250,000 on billings of $1,675,000. Volume in both years was all in media. Accounts gained: Bockman Co., Abbott Labs, Lincolnshire Corporate Center, Fort Dearborn Life Insurance. Lost: Chicagoland Chrysler-Plymouth Dealers Assn., Fretted Industries, Khaki Inc., GC Services. Billings breakdown: Newspapers 17%, magazines 4%, radio 24%, tv 55%. Employes: 5.

Intercon International, New York, an agency specializing in health care accounts, with overseas dollar volume capitalized at $51,698,000 in 1979, had U.S. gross income of $880,090 in 1979 on volume of $5,870,000. In 1978, its overseas volume totaled $43,583,000 while U.S. gross income came to $503,272 on U.S. volume of $3,078,129. The 1979 U.S. volume included $1,996,000 in media, $1,174,000 in materials and services and $2,700,000 in capitalized fees. The non-U.S. media billings were $33,672,000, materials and services were $7,254,000 and capitalized fees were $10,772,000. Total volume: $57,568,000.

In 1978, Intercon's U.S. volume included $1,661,480 in media, $540,244 in materials and services and $876,405 in capitalized fees. Non-U.S. volume in 1978 included $28,091,000 in media, $5,374,000 in materials and services and $10,118,000 in capitalized fees. Total volume: $46,661,129.

Billings breakdown estimated as medical papers 65%, direct mail 35%. There are 160 employes in 13 offices, with 20 in two U.S. offices.

JRL Advertising & Sales Promotion, Chester Spring, Pa., had estimated gross income of $375,000 in 1979 on billings of $2,600,000. In 1978, estimated gross income was $300,000 on billings of $2,000,000. The agency's 1979 volume included $1,500,000 in media, $300,000 in materials and services and $800,000 in capitalized fees. Volume in 1978 included $540,000 in media, $300,000 in materials and

Accounts gained: Artmark Fabrics, Bentley-Harris, Carta Associates, Gilbert/Commonwealth, Jessa Needlecrafts, Knauer & Carr, Perley-Halladay. Lost: AMP special industries, Parke-Davis Uni/Use division (both were for sales promotion only). Billings breakdown: Newspapers 2%, magazines 7%, radio 1%, business papers 20%, direct mail 30%, other 40%. Employes: 8.

Jackson, Kotowski & Associates, Southfield, Mich., had estimated gross income of $61,500 on billings of $410,986 in 1979, its first year. Volume included $178,000 in media, $42,000 in materials and services and $190,986 in capitalized fees. Accounts gained: Michigan Career Institute, Angora-Teufel, Milkins Jewelers, Starlit Service Centers, American Automotive Products, Century 21-Berry & Associates. Billings breakdown: Newspapers 10%, magazines 12%, supplements 11%, radio 30%, tv 25%, direct mail 12%. Employes: 5.

Kenneth Jaffe Inc., New York, had gross income of $900,000 on 1979 billings of $6,600,000. In 1978, its gross income was $625,000 on $5,750,000 in billings. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, tv 60%. Employes: 9.

Lloyd G. Jakeway Advertising, Houston, had gross income of $101,000 in 1979 on billings of $675,692. In 1978, gross income was $171,000 on billings of $1,140,718 Volume in 1979 included $374,120 in media, $35,651 in materials and services and $265,920 in capitalized fees. Its 1978 volume included $340,318 in media and $800,400 in capitalized fees. Billings breakdown: Newspapers 13%, magazines 2%, radio 45%, tv 5%, outdoor 35%. Employes 4.

T.S. Jenkins & Associates, Flint Mich., had gross income of $278,134 in 1979 on billings of $1,859,103. Its 1978 gross income was $222,300 on billings of $1,425,624. The agency's 1979 volume included $964,098 in media, $190,567 in materials and services and $704,438 in capitalized fees. Its 1978 volume included $751,634 in media, $122,088 in materials and services and $551,902 in capitalized fees.

Accounts gained: Ski Haus/Silent Sports, Young & Welshans, Flint Osteopathic Hospital, Xebex. Billings breakdown: Newspapers 19%, magazines 16%, radio 26%, tv 28%, outdoor 11%. Employes: 7.

William Jenkins Advertising, Philadelphia, had gross income of $270,000 in 1979 on billings of $1,314,000 in 1979. In 1978, gross income was $240,000 on billings of $1,600,000. Volume in both years was all in media. Accounts gained: PlanPrint Co., Wall Industries. Lost: Leland Tube Co. Billings breakdown: Newspapers 5%, magazines 5%, business papers 80%, direct mail 10%. Employes: 15.

Jepson-Murray Advertising, Lansing, Mich., had gross income of $828,000 in 1979 on billings of $5,524,052. In 1978, gross income was $691,000 on billings of $4,613,710. Volume in 1979 included $1,471,910 in media, $1,837,702 in materials and services and $2,214,440 in capitalized fees. Its 1978 volume included $1,612,510 in media, $1,000,270 in materials and services and $2,000,930 in capitalized fees.

Accounts gained: Clinton Bank & Trust, Dave Towell Cadillac, Eagle 2000, Fendt Builders Supply, Glen Wilson Buick-Olds, Metro Lansing Chevy Dealers, Lansing Mall, Rebel Industries. Lost: Story Olds-Datsun, University Olds. Billings breakdown: Newspapers 10%, magazines 3%, radio 20%, tv 25%, outdoor 3%, business papers 28%, farm publications 5%, transit advertising 2%, p.o.p. 2%, direct mail 2%. Employes: 48.

Johannesson, Reeser & Associates, Pinellas Park, Fla., reported gross income of $197,575 in 1979 on billings of $1,333,594. In 1978, gross income was $44,468 on billings of $141,912. Volume in 1979 included $203,451 in media, $113,688 in materials and services and $1,016,455 in capitalized fees.

Accounts gained: Bardmoor Properties/Bardmoor Country Club, Unique Nails, Faimi & Schaffer, Montmartre Condominiums, *South* magazine, Custom Fireplaces & Equipment, E-Z Grow. Lost: BENI of Florida. Billings breakdown: Newspapers 51%, magazines 9%, radio 5%, tv 4%, outdoor 31%. Employes: 6.

George Johnson Advertising, St. Louis, reported gross income of $197,021 on billings of $1,339,488 in 1979. In 1978, its gross income was $173,937 on billings of $1,323,298. The agency's 1979 volume included $465,744 in media, $124,616 in materials and services and $749,128 in capitalized fees. Its 1978 volume included $603,385 in media, $110,689 in materials and services and $609,224 in capitalized fees.

Accounts gained: F.J. Miceli Co., Business Educational Programs, St. Louis Conveyor. Accounts lost: Behavioral Health, Therapy Center. Billings breakdown: Newspapers 7%, magazines 5%, radio 30%, tv 42%, outdoor 15%, p.o.p. 1%. Employes: 7.

Johnson-Raffin Inc., Wellesley, Mass., reported gross income of $756,000 on billings of $4,576,750 in 1979. Its 1979 billings included $375,000 in media, $700,000 in materials and services and $3,501,750 in capitalized fees.

Accounts gained: McCormack & Dodge Corp., Sanders Technology, Ditto Corp., Gradco/Dendoki, Vaporpak. Billings breakdown: Newspapers 10%, magazines 7%, radio 8%, business papers 15%, direct mail 5%, collateral 55%. Employes: 12.

Jones, Anastasi & Mitchell, Erie, Pa., reported gross income of $299,000 on 1979 billings of $2,782,677. Its 1978 gross was $131,906 on billings of $1,247,250. The agency's 1979 volume included $1,300,000 in media, $85,312 in materials and services and $1,397,365 in capitalized fees. Its 1978 volume included $740,580 in media, $41,460 in materials and services and $501,210 in capitalized fees.

Accounts gained: Firch Baking Co. Billings breakdown: Newspapers 41%, magazines 4%, supplements 2%, radio 30%, tv 20%, outdoor 3%. Employes: 17 in two offices.

Dana Howard Jones Advertising, Los Angeles, reported gross income of $95,250 in 1979 on billings of $635,000. In 1978, gross income was $97,500 on billings of $536,675. Volume in 1979 included $600,000 in media, $15,000 in materials and services and $20,000 in capitalized fees. Its 1978 volume included $500,000 in media, $20,000 in materials and services and $16,675 in capitalized fees.

Accounts gained: Court of the Four Flags, Khyber Restaurant, Versa Type Phototypesetting. Lost: Airway Express, Charleyville Restaurant. Billings breakdown: Newpapers 30%, radio 30%, tv 10%, outdoor 20%, direct mail 10%. Employes: 3.

James O. Jones Advertising, Kansas City, Mo., reported gross income of $70,155 on billings of $485,174 in 1979. In 1978 gross income was $63,520 on billings of $439,025. Its 1979 billings included $414,012 in media, $11,466 in materials and services and $59,696 in capitalized fees. Its 1978 billings included $380,903 in media, $10,098 in materials and services and $48,024 in capitalized fees. No accounts were gained or lost. Billings breakdown: Magazines 80%, direct mail 20%. Employes: 1.

Jonethis/Larson Advertising, Jamestown, N.Y., had estimated gross income of $118,590 on billings of $790,600 in 1979. The agency had estimated gross income of $10,341 on billings of $702,275 in 1978. The figures are adjusted from last year.

Billings in 1979 included $360,513 in media, $236,663 in materials and services and $193,424 in capitalized fees. In 1978 billings included $365,220 in media, $142,808 in materials and services and $194,247 in capitalized fees. Billings breakdown: Newspapers 10%, radio 5%, business press 85%. Employes: 18 in two offices.

Kamstra Communications, St. Paul, Minn., had gross income of $750,000 on billings of $5,000,000 in 1979. Its 1978 gross income was $600,000 on billings of $4,000,000. Volume in 1979 included $750,000 in media and $4,250,000 in capitalized fees. Its 1978 volume included $500,000 in media and $3,500,000 in capitalized fees.

VENTURA ASSOCIATES INC.
INDEPENDENT JUDGING ORGANIZATION
SWEEP-STAKES

VENTURA
ASSOCIATES, INC.
Sweepstakes & Promotion
Design & Administration
200 Madison Avenue
New York, N.Y. 10016
(212) 889-0707

Agencies with gross income under $1,000,000

Accounts added: 3M Co.'s Static Control Systems, Environmental Specialties, Carbonless and Related products divisions; Computer Maintenance & Leasing Corp., Data 3 Corp., General Foundry Products. Billings breakdown: Business papers 15%, p.o.p. 5%, direct mail 10%, collateral 40%, audio/visual and sales training 30%. Employes: 20.

Karsh & Hagan, Denver, reported $585,122 in gross income for 1979 on volume of $3,901,484. Its 1978 performance was not reported. The 1979 volume included media billings of $2,113,479, materials and services of $444,294 and capitalized fees of $1,343,711. Billings breakdown: Newspapers 30%, magazines 18%, radio 12%, tv 38%, outdoor 2%. Employes: 17.

J.G. Kasten & Co., St. Petersburg, Fla., had gross income of $55,361 in 1979 on billings of $1,080,920. In 1978 the agency had gross income of $30,914 on billings of $86',446. Its 1979 volume included $178,356 in media, $132,099 in materials and services and $770,465 in capitalized fees. Its 1978 volume included $141,731 in media, $75,667 in materials and services and $644,048 in capitalized fees.

Accounts gained: R-H Packaging Systems, Seltex Corp., Tampa Armature Works. Billings breakdown: Radio 2%, business papers 42%, collateral 56%. Employes: 7.

Lee Keeler Inc., Rosemont, Pa., had gross income of $450,000 and net income of $30,000 on 1979 billings of $3,000,000. In 1978 it had gross income of $400,000 and net income of $25,000 on billings of $2,700,000. Accounts gained: Blueberry Council of North America, National Telepromotion Associates (mid-Atlantic region). Billings breakdown: Newspapers 30%, radio 20%, tv 49%, business papers 1%. Employes: 10.

Kelleher, Bamberger, Terry, Fort Lauderdale, had gross income of $89,112 on billings of $660,774 in 1979, its first year. Volume included $512,000 in media, $94,000 in materials and services and $54,774 in capitalized fees. Accounts gained: National Appliance Co., Scientific Products division, American Hospital Supply Corp. Lost: North American Biologicals. Billings breakdown: Newspapers 2%, business papers 83%, direct mail 5%, collateral 10%. Employes: 5.

Keller Haver, New York, had gross income of $199,500 in 1979 on billings of $1,330,000. In 1978 its gross income was $160,500 on billings of $1,070,000. Volume in 1979 included $1,275,000 in media and $55,000 in materials and services. Its 1978 volume included $1,035,000 in media and $35,000 in materials and services. Accounts gained: Romanoff vodka, Bisquit cognac. Billings breakdown: Newspapers 35%, magazines 50%, radio 15%. Employes: 10.

Kelly, Nason Advertising, New York, which three agency execs bought from Paris-based Univas effective April 1, 1979, reported that nine-month gross income was $900,790 on billings of $6,635,279. Billings included $497,934 in media, $340,695 in materials and services and $5,796,650 in capitalized fees. Account gained: Ocean Spray's apple juice. Billings breakdown: Newspapers 3%, magazines 24%, radio 39%, tv 34%. Employes: 25.

Kelly, Tims & Andrus, Chicago, reported gross income of $470,996 on billings of $6,524,183 in 1979. In 1978, gross income was $385,922 on billings of $4,797,088. Volume in 1979 included $1,530,002 in media, $1,852,638 in materials and services and $3,141,543 in capitalized fees. Its 1978 volume included $1,697,255 in media, $525,734 in materials and services and $2,574,099 in capitalized fees.

Accounts gained: Volna Ltd. Lost: Ritz-Carlton Hotel, Upjohn Co. Billings breakdown: Newspapers 22%, magazines 63%, supplements 1%, radio 4%, tv 4%, business papers 6%. Employes: 9.

Kelso Associates Ltd., Asheville, N.C., had gross income of $129,595 in 1979 on billings of $509,203. In 1978, gross income was $88,519 on $372,104 in billings. Accounts gained: Heat-Mate, National Recreation Service, Hamilton-Wrenn Assn., Diamond Brand tents, Serendipity Square. Billings breakdown: Newspapers 25%, magazines 20%, radio 15%, tv 33%, outdoor 5%, direct mail 2%. Employes: 8.

Kenrick Advertising, St. Louis, reported gross income of $850,000 on billings of $6,951,000 in 1979. In 1978, the agency's gross income was $800,000 on billings of $6,819,000. Its 1979 volume included $2,212,000 in media, $1,070,000 in materials and services and $3,669,000 in capitalized fees. Its 1978 volume included $2,857,000 in media, $847,000 in materials and services and $3,115,000 in capitalized fees. Accounts gained: Land O'Lakes Agricultural Services, De Laval Agricultural. Billings breakdown: Newspapers 5%, magazines 9%, supplements 4%, radio 24%, tv 18%, outdoor 3%, business papers 5%, farm publications 29%, p.o.p. 3%. Employes: 32.

Keroff & Rosenberg, Chicago, reported gross income of $420,000 on billings of $2,801,400 in 1979. In 1978 the agency had gross income of $400,000 on billings of $2,750,000. Its 1979 volume included $1,150,700 in media, $250,000 in materials and services and $1,400,700 in capitalized fees. No breakdown was provided for 1978.

Accounts gained: *Official Airline Guide*, Consumer Marketing Services division, Market Development Corp., Latin American, Caribbean division, Budget Rent A Car Corp., District Furniture & Appliances, Singer Co. Management Institute. Lost: National Research Bureau. Billings breakdown: Newspapers 10%, magazines 25%, radio 25%, other 40%. Employes: 1.

Keye Advertising, New York, had gross income of $278,420 in 1979 on billings of $1,835,707. In 1978, gross income was $230,906 on billings of $1,439,373. Accounts gained: I.S. Electronics. Billings breakdown: Newspapers 10%, magazines 30%, radio 10%, tv 20%, direct mail 30%. Employes: 5.

Kinzie & Green, Wausau, Wis., reported gross income of $387,696 on billings of $2,393,739 in 1979. In 1978, its gross income was $275,722 on billings of $1,648,191. The agency's 1979 volume included $1,054,844 in media, $243,141 in materials and services and $1,095,754 in capitalized fees. Its 1978 volume was $682,675 in media, $170,018 in materials and services, $795,498 in capitalized fees.

Accounts gained: Wausau Homes, CTL Co., Management Systems. Accounts lost: River Valley State Bank, Medford National Bank, Minocqua Chamber of Commerce. Billings breakdown: Newspapers 12%, magazines 5%, radio 3%, tv 14%, business papers 45%, farm publications 1%, other 20% Employes: 13.

Klein-Sieb Advertising & Public Relations, Atlanta, reported gross income of $329,773 on billings of $2,535,935 in 1979. In 1978, gross income was $212,691 on billings of $1,322,801. Volume in 1979 included $1,944,429 in media and $591,506 in materials and services. Its 1978 volume included $1,011,422 in media and $311,379 in materials and services.

Accounts gained: U.S. Navy Area 3, W.C. Bradley Co. Billings breakdown: Newspapers 35%, magazines 10%, radio 15%, tv 18%, outdoor 12%, business papers 2%, p.o.p. 5%, direct mail 3%. Employes: 14 in two offices.

Knight Advertising Communications, Minneapolis, reported gross income of $104,700 on billings of $889,620 in 1979. In 1978 it had gross income of $64,000 on billings of $696,235. Its 1979 volume consisted of $316,000 in media and $573,620 in capitalized fees. Its 1978 volume included $226,000 in media and $470,235 in capitalized fees.

Accounts gained: 3M Co. Electro products, building service and cleaning products divisions. Lost: Tol-O-Matic. Billings breakdown: Newspapers 2%, radio 3%, outdoor 3%, business papers 40%, other 52%. Employes: 3.

Kolker, Talley, Hermann, New York, formerly Stanley Kolker & Associates, had gross income of $480,000 in 1979 on billings of $3,200,000. In 1978, gross income was $255,000 on billings of $1,700,000. Accounts gained: Ferrara Foods & Confections, Government of Israel Investment Authority, Find/SVP, Victoria Packing Corp., Investors Associates, Lorenz Schneider, Sperry Corp.'s Sperry Systems Management (projects). Billings breakdown: Newspapers 25%, magazines 30%, radio 15%, tv 20%, direct mail 10%. Employes: 8.

LaBelle & Shallbetter Advertising, Minneapolis, reported gross income of $784,183 on billings of $5,227,939 in 1979. In 1978, gross income was $635,715 on billings of $4,238,141. In 1979, volume included $4,332,431 in media, $795,458 in materials and services and $100,050 in capitalized fees. In 1978, volume included $3,602,646 in media, $555,455 in materials and services and $80,040 in capitalized fees. Accounts gained: Z&S Management and Smalley & Bates. Accounts lost: Animal Fair and 10,000 Auto Parts. Billings breakdown: Newspapers 24%, magazines 1%, radio 25%, tv 50%. Employes: 12.

Lane & Leslie Advertising, Wichita, Kan., had gross income of $454,000 in 1979 on billings of $3,027,986. In 1978 gross income was $421,000 on billings of $2,811,624. Volume in 1979 included $1,148,308 in media, $370,150 in materials and services and $1,509,528 in capitalized fees. Its 1978 volume included $1,037,152 in media, $355,750 in materials and services and $1,418,722 in capitalized fees. Accounts gained: Steve Hull Ford. Lost: Far-Mar-Co., Great Bend Mfg. Billings breakdown: Newspapers 15%, magazines 9%, radio 27%, tv 31%, outdoor 2%, business papers 2%, farm publications 12%, direct mail 1%, other 1%. Employes: 15 in two offices.

Langeler: Mason, Bethany, Conn., had estimated gross income of $500,000 on 1979 billings of $3,500,000. In 1979 gross income was estimated at $350,000 on billings of $4,000,000. Its 1979 volume included $2,500,000 in media, $2,000,000 in materials and services and $1,000,000 in capitalized fees. Its 1978 volume included $2,000,000 in media, $500,000 in materials and services and $1,500,000 in capitalized fees.

Accounts gained: U.S. Electrical Motors, Uniroyal International, Heublein grocery products group, Upjohn Co., Kerite Co., Harvey Hubbell. Resigned: Karber Photo. Billings breakdown: Magazines 25%, radio 15%, tv 10%, direct mail 10%, other 40%. Employes: 27 in two offices.

Lauer Advertising, Ft. Wayne, Ind., had gross income in 1979 of $562,248 on billings of $3,606,216. In 1978 the agency had gross income of $499,619 on billings of $3,228,762. Its 1979 volume included $1,893,151 in media, $319,955 in materials and services and $1,393,216 in capitalized fees. Its 1978 volume included $1,683,881 in media, $274,004 in materials and services and

You probably know our reputation for superb headlines, special effects and Spectrakrome process. But now we're much more than that.

Photo-Lettering, Inc. knows that the real nitty-gritty of your type needs is text composition. The technology of text setting has grown tremendously. So when we decided to get into text composition we went first class. After all, it's only what you'd expect from us.

TASTE AND TECHNOLOGY

Our new system is designed and tested to provide the highest quality. It is geared to meet the high standards of advertisers. We combine the expertise of the latest in computer typesetting technology with the sophistication and taste you already know us for.

Along with the basics our selection of typefaces includes our own exciting, exclusive designs. We can also tailor a typeface just for you. For all your type needs think Photo-Lettering, Inc., your one-stop all service studio.

Photo Lettering Incorporated

216 EAST 45TH STREET·NYC10017·212·MU2-2345

This ad was set in Sam Dorn Classic 6518 (Display) and ITC Clearface Regular 9514 (Text)

Agencies with gross income under $1,000,000

$1,270,877 in capitalized fees.

Accounts gained: Ft. Wayne Convention Bureau, Lindenwood Cemetery, Realty House. Lost: Mike's Car Wash. Billings breakdown: Newspapers 23.2%, magazines 14.6%, radio 5.5%, tv 14.8%, outdoor 2.7%, other 39.2%. Employes: 14.

Launey, Hachmann & Harris (formerly Robert E. Launey Advertising), New York, reported 1979 gross income of $1,131,000 on billings of $7,540,000. Its 1978 gross income was $1,042,500 on billings of $6,950,000. The 1979 billings included $3,897,866 in media, $639,300 in materials and services and $3,002,834 in capitalized fees. Its 1978 billings included $3,896,180 in media, $748,300 in materials and services and $2,305,520 in capitalized fees.

Accounts gained: Huk-A-Poo Inc., Quantum Computer Services. Billings breakdown: Newspapers 10%, magazines 20%, supplements 3%, radio 10%, tv 40%, outdoor 2%, business papers 10%, p.o.p. 1%, direct mail 2%. Employes: 14.

Laven, Fuller & Perkins Adv.-Mkt. Chicago, had gross income of $366,240 in 1979 on billings of $2,644,735. In 1978 the agency had gross income of $299,560 on billings of $1,989,040. Its 1979 volume included $2,336,000 in media, $132,000 in materials and services and $176,735 in capitalized fees. Its 1978 volume included $1,740,000 in media, $160,000 in materials and services and $89,040 in capitalized fees.

Accounts gained: Farnsworth Ford, Deel Lease, Northwest Community Hospital, GTE. Billings breakdown: Newspapers 62%, magazines 3%, supplements 1%, radio 12%, tv 14%, business papers 4%, p.o.p. 2%, direct mail 2%. Employes: 12.

Geoffrey W. Layton Inc., Chicago, had gross income of $95,400 and net income of $3,400 on billings of $635,000 in 1979, its first year. Its 1979 volume included $150,900 in media, $64,800 in materials and services and $420,200 in capitalized fees. Accounts gained: Utility Stationery Stores, Hair Performers. Billings breakdown: Newspapers 20%, magazines 10%, radio 25%, business papers 45%. Employes: 4.

Lee/Baader & Rose, E. Orange, N.J., reported gross income of $975,065 on 1979 billings of $6,468,480. Figures for 1978 were not reported. Its 1979 volume included $5,324,000 in media, $184,000 in materials and services and $960,480 in capitalized fees. Subsidiaries are Baader/Baader Advertising and Advisor Advertising Associates.

Accounts gained: Andre Manufacturing Co., Mold-Flair Corp., Archives Inc., Bea Staples, City Consumer Services, Thrift-Way auto centers. Billings breakdown: Newspapers 58%, magazines 10%, radio 7%, outdoor 2%, business papers 12%, direct mail 11%. Employes: 12 in three offices.

Lenac, Warford, Stone, Newport Beach, Cal., reported gross income of $765,251 in 1979 on billings of $6,220,936. In 1978, gross income was $819,128 on billings of $6,085,236. Volume in 1979 included $1,396,477 in media, $845,664 in materials and services and $3,978,795 in capitalized fees. Its 1978 volume included $1,240,512 in media, $665,450 in materials and services and $4,179,274 in capitalized fees. Accounts gained: Henry Radio, Western Employers Insurance. Employes: 10.

Lesko Inc., Pittsburgh, Pa., reported gross income of $735,000 on billings of $3,750,000 in 1979. U.S. income was $650,000 on billings of $3,500,000 in 1978. Accounts gained: Miller's Fashion Stores. Lost: Radiocar Corp. Billings breakdown: Newspapers 40%, magazines 20%, radio 5%, tv 5%, outdoor 5%, business press 5%, transit 5%, p.o.p. 5%, direct mail 10%. Employes: 10.

Lesly Advertising Associates, New York, reported gross income of $335,000 on billings of $2,633,750 in 1979. Its 1978 gross was $295,000 on billings of $2,116,950. Its 1979 billings included $1,250,000 in media, $550,000 in materials and services and $833,750 in capitalized fees. Its 1978 billings included $1,200,000 in media, $350,000 in materials and services and $566,950 in capitalized fees.

Accounts gained: Thru-Vu Vertical Blind Co., Sankyo Seiki (America), Neckwear Assn. of America, Park Dental Research Corp. Lost: Lux Audio of America. Billings breakdown: Newspapers 5%, magazines 90%, p.o.p. 5%. Employes: 5.

Levy Advertising, New York, reported gross income of $290,500 on 1979 billings of $1,936,440. U.S. gross income in 1978 was $246,168 on billings of $1,641,941. Volume in 1979 included $614,847 in media, $473,003 in materials and services and $848,590 in capitalized fees. In 1978, volume included $579,850 in media, $427,687 in materials and services and $634,404 in capitalized fees. Account gained: Playa Linda Resort Hotel. Billings breakdown: Newspapers 6%, magazines 12%, supplements 13%, business press 69%. Employes: 6.

Lewis & Associates, Los Angeles, had gross income of $499,000 in 1979 on billings of $3,333,000. In 1978, gross income was $390,000 on billings of $2,600,000. Account gained: National Medical Enterprises. Billings breakdown: Newspapers 80%, magazines 10%, radio 5%, business papers 5%. Employes: 14.

J.H. Lewis Advertising, Mobile, Ala., reported net income of $45,000 and gross income $654,880 on billings of $5,806,773 in 1979. In 1978, net income was $45,000 and gross income was $628,133 on billings of $5,042,623. Volume in 1979 included $2,470,379 in media, $321,509 in materials and services and $3,014,885 in capitalized fees. In 1978, volume included $2,588,538 in media, $281,374 in materials and services and $2,172,711 in capitalized fees. Billings breakdown: Newspapers 20%, magazines 36%, radio 8%, tv 9%, outdoor 4%, other 23%. Employes: 23.

Lipman Services Corp., New York, formerly Lipman Advertising, had gross income of $568,915 on 1979 billings of $6,861,994. Its 1978 gross income has been restated as $531,273 on billings of $6,650,243. Billings in 1979 included $3,078,324 in media and $3,783,670 in capitalized fees. In 1978, volume included $2,975,627 in media and $3,674,616 in capitalized fees.

Accounts gained: St. Raphael, Pyramid Belt Co., Orchids Paper Products' Colortex division. Lost: Professional Contact Lens. Billings breakdown: Newspapers 45%, magazines 15%, radio 20%, tv 10%, outdoor 4%, business press 3%, transit 3%. Employes: 22 in two offices.

Jack List & Associates, Cleveland, had estimated gross income of $750,000 in 1979 on billings of $5,000,000, the same figures as in 1978. Billings breakdown: Newspapers 10%, magazines 15%, radio 15%, tv 60%. Employes: 15.

T.E. Loken Advertising, Minneapolis, reported 1979 net income of $18,702 and gross income of $210,645 on billings of $1,387,408. Its 1978 net was $2,787 and gross income was $130,025 on billings of $852,668. Its 1979 billings included $785,103 in media, $51,516 in materials and services and $550,789 in capitalized fees. Its 1978 billings included $486,201 in media, $42,992 in materials and services and $223,475 in capitalized fees.

Account gained: First Federal Savings of Mankato. Billings breakdown: Newspapers 32%, magazines 14%, supplements 7%, radio 21%, tv 9%, outdoor 9%, business papers 2%, farm publications 2%, direct mail 4%. Employes: 6.

Lowengard & Brotherhood, Hartford, Conn., reported 1979 net income of $73,9[illegible] and gross income of $962,653 in 1979 on billings of $8,389,165. In 1978, net income was $58,409 and gross income was $851,900 on billings of $7,504,624. Volume in 1979 included $1,170,702 in media, $880,329 in materials and services and $6,338,134 in capitalized fees. Its 1978 volume included $1,020,480 in media, $894,911 in materials and services and $5,589,233 in capitalized fees.

Accounts gained: Automatic Comfort, Barnes Group, Central Connecticut State College, Eastern Data Systems, Electronic Boat-Quonset, Fitchburg Gas & Electric, Pan Am, Security Insurance Group, Teleco Oilfields, WVIT-TV. Lost: Consolidated Cigar, First Connecticut BanCorp, Industrial Risk Insurers, Magic Pan, Mystic Seaport, Poughkeepsie Chamber of Commerce, Teleco Oilfields, United Bank & Trust. Billings breakdown: Newspapers 65%, magazines 13%, radio 20%, tv 2%. Employes: 24 in two offices.

Walter P. Luedke & Associates, Rockford, Ill., reported gross income of $184,124 on 1979 billings of $864,400. Its 1978 gross was $182,000 on billings of $828,380. The agency's 1979 volume included $34,000 in media, $30,000 in materials and services and $800,400 in capitalized fees. Its 1978 volume included $33,000 in media, $35,000 in materials and services and $760,380 in capitalized fees.

Accounts gained: Enkel Corp., FASCO, Joan Luedke ladies' fashions. Billings breakdown: Newspapers 10%, magazines 60%, radio 5%, tv 5%, direct mail 20%. Employes: 4.

Sam Lusky Associates, Denver, reported gross income of $763,163 in fiscal 1979 on billings of $5,702,256. In fiscal 1978, gross income was $788,822 on billings of $5,137,856. Volume in 1979 included $2,374,944 in media, $832,959 in materials and services and $2,494,353 in capitalized fees. Its 1978 volume included $1,436,752 in media, $836,306 in materials and services and $2,864,798 in capitalized fees.

Accounts gained: Airwest, Children's Diabetes Foundation, Davis Oil, Test Con. Lost: Kaman Sciences, Capture Energy. Billings breakdown: Newspapers 27%, magazines 22%, radio 22%, tv 26%, outdoor 1%, business papers 2%. Employes: 26.

M A P Advertising Agency, Springfield, Mo., had gross income of $439,926 in 1979 on billings of $2,495,753. In 1978 the agency had gross income of $352,304 on billings of $2,167,310. Its 1979 volume included $935,356 in media, $67,045 in materials and services and $1,493,352 in capitalized fees. Its 1978 volume included $796,762 in media, $96,278 in materials and services and $1,274,270 in capitalized fees. Billings breakdown: Newspapers 16%, magazines 8%, supplements 5%, radio 18%, tv 35%, business papers 7%, farm publications 3%, p.o.p. 2%, direct mail 6%. Employes: 12.

MBC Inc., Tampa, had gross income of $150,000 in 1979 on billings of $1,000,350. Volume in 1979 included $250,000 in media, $50,000 in materials and services and $700,350 in capitalized fees. It did not report 1978 results.

Accounts gained: Fish Doctor Clinical Center, Florida Ship Repair, Fawn Sales Co. of Southeast, Beacon Meadows Homes, Fair Oaks Condos. Lost: The Perfume Factory, Matchmaker, La Cave Restaurant, Gasparilla Transfer Co., Johnny O'Day's Restaurant. Billings breakdown: Newspapers 35%, magazines 5%, radio 20%, tv 5%, outdoor 30%, direct mail 5%. Employes 6.

M.E.R. & Associates, Lexington, Ky., reported net income of $41,000 and estimated gross income of $248,460 on billings of $1,656,404 in 1979. Its 1978 net income was $23,000 and estimated gross was $216,696 on billings of $1,444,641. Its 1979 billings included $993,804 in media, $415,643 in materials and services and $246,957 in capitalized fees. Its 1978 billings included $849,048 in media, $184,341 in materials and services and $411,252 in capitalized fees. Billings breakdown: Newspapers 15%, magazines 10%, radio 30%, tv 35%, outdoor 5%, direct mail 5%. Employes: 9.

Mad. Ave. East, Melville, N.Y., reported gross income of $622,696 on 1979 billings of $4,147,000. Its 1978 gross was $388,220 on billings of $2,590,000. The agency's 1979 volume included $3,025,000 in media, $430,000 in materials and services and $692,000 in capitalized fees. The agency did not break out 1978 volume.

Accounts gained: Cahners Publishing; Institute of Electrical & Electronic Engineers; Regal Crown Roll candies. The agency acquired American Graphics Inc. Billings breakdown: Newspapers 15%, magazines 10%, radio 10%, tv 30%, business papers 35%. Employes: 22.

Manning & Associates, San Diego, had gross income of $984,500 on $2,192,500 in 1979 billings. In 1978, gross income was $934,500 on billings of $2,315,920. Volume in 1979 included $576,000 in media, $282,500 in materials and services and $1,334,000 in capitalized fees. In 1978, volume included $551,000 in media, $257,500 in materials and services and $1,507,420 in capitalized fees. Accounts gained: Ajax International Corp. subsidiary of Babcock International, Hazard Products. Billings breakdown: Newspapers 5%, magazines 5%, radio 5%, tv 8%, business press 77%. Employes: 6.

Marbro Advertising, Columbus, O., had gross income of $185,067 on 1979 billings of 1,102,140. In 1978 gross income was $164,781 on billings of $973,292. Volume in 1979 included $682,300 in media, $303,916 in materials and services and $115,924 in capitalized fees. Billings in 1978 included $571,787 in media, $289,169 in materials and services and $112,336 in capitalized fees. Billings breakdown: Newspapers 19%, magazines 11%, radio 36%, tv 5%, outdoor 2%, business press 16%, p.o.p. 11%. Employes: 6.

Marc Associates, Mansfield, O., had estimated gross income of $115,549 in 1979 on billings of $770,333. In 1978, estimated gross income was $132,574 on billings of $883,831. Volume in 1979 included $350,925 in media, $374,719 in materials and services and $44,689 in capitalized fees. Its 1978 volume included $322,814 in media, $537,005 in materials and services and $24,012 in capitalized fees. Accounts gained: Hi-Lo Trailer Co., Automated Swimpools, Bank One, Wind-O-Way Inc. Lost: Parker Hannifin industrial hydraulic division, Parker Filter division, Wylain hydr-o-matic pumps division. Billings breakdown: Newspapers 6%, magazines 6%, supplements 1%, radio 5%, tv 4%, outdoor 6%, business press 30%, p.o.p. 10%, direct mail 6%, other (collateral, sales promotion) 26%. Employes: 10.

Marcom Inc., South Windsor, Conn., reported gross income of $324,068 in 1979 on billings of $1,925,773. In 1978, gross income was $254,260 on 1978 billings of $1,487,050. Volume in 1979 included $494,686 in media, $353,347 in materials and services and $1,077,740 in capitalized fees. Its 1978 volume included $440,000 in media, $280,000 in materials and services and $767,050 in capitalized fees.

Accounts gained: Chloride Systems, B.F. Perkins, Package Machinery's international division, General Electric's apparatus distribution sales division. Resigned: H.B. Smith. Billings breakdown: Newspapers 5%, business papers 40%, direct mail 5%, other 50%. Employes: 12.

Margeotes Fertitta, New York, reported gross income of $980,000 in 1979 on billings of $7,656,825. In 1978, gross income of $693,300 on billings of $4,390,795. Volume in 1979 included $6,520,000 in media, $820,000 in materials and services and $316,825 in capitalized fees. Its 1978 volume included $3,440,000 in media, $694,000 in materials and services and $256,795 in capitalized fees.

Accounts gained: GAF (special projects), *Interview*, Capsela Toys, Ventura Air Services, RKO Radio Network, Act 1 Sportswear, N.Y. Diamond Exchange, Empire Savings Bank. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 10%, tv 15%, transit 3%, p.o.p. 2%. Employes: 17.

Marketing Directions, Newport Beach, Cal., reported gross income of $554,809 in 1979 on billings of $2,754,01[illegible]. In 1978, gross income was $341,499 on billings of $2,610,149. Volume in 1979 included $305,144 in media, $441,253 in materials and services and $2,007,617 in capitalized fees. Its 1978 volume included $324,890 in media, $332,516 in materials and services and $1,952,743 in capitalized fees. Accounts gained: Amerford International, Foxboro/Adec, Fluid Filtration Systems/Wylain, Mini Data Systems, McCulloch Realty, Kecor Financial Group, Spectron Development Labs. Lost: Weslock division of TRE Corp., Raycomp Computer, Phillips Mfg., Moxon Inc., Itrex Corp. Billings breakdown: Newspapers 10%, magazines 5%, radio 3%, tv 2%, business press 35%, direct mail 10%, sales promotion material 35%. Employes: 11.

Marketing Group, Fort Washington, Penn., had gross income of $379,095 in 1979 on billings of $2,527,300. In 1978, the agency had gross income of $271,473 on billings of $1,809,820. Volume in 1979 included $320,000 in media, $940,000 in materials and services and $1,267,300 in capitalized fees. Its 1978 volume included $106,000 in media, $730,000 in materials and services and $973,820 in capitalized fees.

Accounts gained: PAMICO, Sterling Lightcraft, Distaffers Inc., Metro-Plex Financial Developers, U.S. Medical Advisory Assn., First Pennsylvania Bank (corporate trust department). Billings breakdown: Newspapers 10%, maga-

Agencies with gross income under $1,000,000

zines 15%, direct mail 40%, other 35%. Employes: 12.

Markmakers, South Bend, Ind., reported gross income of $771,538 on billings of $7,112,838 in 1979. Its 1978 gross income was $598,803 on billings of $5,492,923. Its 1979 billings included $1,745,675 in media, $743,479 in materials and services and $4,623,684 in capitalized fees. Its 1978 billings included $1,647,725 in media, $616,951 in materials and services and $3,228,247 in capitalized fees.

Accounts gained: Bristol Products, Coachman RV division, Miles Laboratories' Ames division, Ralston Purina's Protein division, Transpo, Vollrath. Lost: Wolverine Boots & Shoes, Holiday Rambler. Billings breakdown: Newspapers 8%, magazines 45%, radio 10%, tv 35%, outdoor 2%. Employes: 30.

Marko Dreyer & Smith, San Francisco, a direct mail specialist, reported gross income of $870,000 on billings of $1,153,500 in 1979. In 1978 the agency reported gross income of $625,000 on billings of $766,750. Its 1979 volume included $20,000 in media, $800,000 in materials and services and $333,500 in capitalized fees. Its 1978 volume included $600,000 in materials and services and $166,750 in capitalized fees. A U.S. subsidiary is MDS Insurance. Accounts gained: Southern Pacific; Kanamatsu, and Gosho. Billings breakdown: Newspapers 7%, magazines 2%, business papers 1%, direct mail 90%. Employes: 8.

Martin, Sturtevant, Silverman & Marshall, New York, had gross income of $880,000 on 1979 billings of $6,209,500. The agency had gross income of $100,000 and billings of $670,000 during 1978, when it opened. Net income was $470,000 in 1979 and $60,000 in 1978. Its 1979 volume included $4,800,000 in media, $742,500 in materials and services and $667,000 in capitalized fees. In 1978 volume consisted of $275,000 in media, $60,000 in materials and services and $335,000 in capitalized fees.

Accounts gained: Diane Von Furstenberg cosmetics and fragrances, Scottish Development Agency, BMW Motorcycles, Whittaker Corp., Aruba Department of Tourism. Billings breakdown: Newspapers 10%, magazines 35%, supplements 5%, radio 5%, tv 20%, business papers 20%, direct mail 5%. Employes: 12.

Mass Motivators, Sacramento, Cal., had gross income of $490,513 in 1979 on billings of $4,500,125 in 1979. In 1978, the agency had gross income of $137,987 on billings of $1,265,000. All billings in both years were in media.

Accounts gained: Miller's Outpost, Friedmans Microwave Oven Stores, Cousins Home Furnishings, Slim Trim Bakeries, American Tire Stores. Billings breakdown: Radio 18%, newspapers 30%, tv 50%, magazines 2%. Employes: 12.

Mathis, Burden & Charles, Baltimore, had gross income of $750,000 in 1979 on billings of $5,567,000. In 1978 the agency had gross income of $450,000 on billings of $4,135,000. Its 1979 volume included $3,000,000 in media, $400,000 in materials and services and $2,167,000 in capitalized fees. Its 1978 volume included $2,250,000 in media, $235,000 in materials and services and $1,650,000 in capitalized fees.

Accounts gained: Greater Baltimore McDonald's Operators Assn., Esskay Quality Meats Co., Merritt Savings & Loan, Russell BMW/Toyota, Tyler's Country Clothes, Southern Solar Energy Center. Lost: Hamburgers Clothiers, Burger King of Baltimore, Our Bottoms Jeans. Billings breakdown: Newspapers 10%, magazines 5%, radio 30%, tv 50%, transit 5%. Employes: 20.

Jack Mathis Advertising, Northbrook, Ill., had gross income of $165,652 in 1979 on billings of $1,104,652. In 1978 the agency had gross income of $156,369 on billings of $1,042,754. Its 1979 volume included $413,118 in media, $82,803 in materials and services and $608,731 in capitalized fees. Its 1978 volume included $379,004 in media, $71,521 in materials and services and $592,229 in capitalized fees. Billings breakdown: Business papers 54%, farm publications 2%, literature and brochures 44%. Employes: 3.

May/Partners, Seattle Wash., and Portland, Ore., had estimated gross income of $600,000 on 1979 billings of $4,000,000. Its 1978 gross income was $525,000 on billings of $3,500,000. Billings breakdown: Newspapers 20%, magazines 15%, radio 25%, tv 25%, outdoor 2%, transit 2%, p.o.p. 5%, other 6%. Employes: 17 in two offices.

McCartney-Gray of Dallas, Dallas, had estimated gross income of $125,000 on 1979 billings of $837,000. Its 1978 gross income was $120,200 on billings of $1,506,884. Billings in 1979 included $720,000 in media, $80,000 in materials and services and $37,000 in capitalized fees. Its 1978 billings included $985,000 in media, $87,000 in materials and services and $434,884 in capitalized fees. Accounts gained: Aerospace General, Tru-Trim. Billings breakdown: Radio 60%, tv 15%, direct mail 25%. Employes: 6.

McDougall Associates, Salem, Mass., reported gross income of $602,300 on 1979 billings of $4,251,700. In 1978 the agency reported $485,300 in gross income on billings of $3,469,900. The agency's 1979 volume included $847,300 in media, $303,500 in materials and services and $3,100,900 in capitalized fees. Volume in 1978 included $708,800 in media, $295,900 in materials and services and $2,465,200 in capitalized fees.

Accounts gained: The Center, Scandia Trading Co., General Electric mechanical drive turbines, Ventron Corp., Winthrop Savings Bank. Lost: Paul Sullivan Sportswear. Billings breakdown: Newspapers 40%, magazines 20%, radio 20%, tv 10%, outdoor 10%. Employes: 21.

McFarland, Street & Albright, Milwaukee, reported gross income of $192,525 on 1979 billings of $1,283,500. In 1978, the agency had gross income of $147,525 on billings of $983,500. Its 1979 volume included $750,000 in media, $200,000 in materials and services and $333,500 in capitalized fees. Its 1978 volume included $550,000 in media, $100,000 in materials and services and $333,500 in capitalized fees.

Accounts gained: Lindsay Brothers, Badger Northland, McDermott Cue, Krause Oldsmobile. Lost: Tri-State Breeding. Billings breakdown: Newspapers 20%, magazines 20%, radio 10%, tv 10%, outdoor 10%, farm publications 20%, p.o.p. 10%. Employes: 6.

John McNamara Advertising, New York, reported net income of $50,000 and gross income of $125,000 in 1979 on billings of $600,000. In 1978, net income was $17,017 and gross income was $41,178 on billings of $207,475. Volume in 1979 included $375,000 in media and $225,000 in materials and services. Its 1978 volume included $136,030 in media, $58,105 in materials and services and $13,340 in capitalized fees.

Accounts gained: Warburg, Paribus Becker, First Jersey Securities, Josephthal & Co., Marrow & Co., Tiger International, Carr Securities Corp. Billings breakdown: Newspapers 7%, magazines 5%, radio 10%, business papers 10%, direct mail 5%. Employes: 6.

Mealer & Emerson, Costa Mesa, Cal., had gross income of $289,000 on billings of $1,500,000 in 1979. U.S. income was $210,000 on billings of $1,079,000 in 1978. Billings breakdown: Newspapers 10%, outdoor 5%, business press 40%, direct mail 5%, other 40%. Employes: 10.

Meldrum & Campbell, Cleveland, had gross income of $406,500 in 1979 on billings of $2,818,440. In 1978, it had gross income of $354,785 on billings of $2,519,300. Volume in 1979 included $1,432,000 in media, $566,700 in materials and services and $819,740 in capitalized fees. Its 1978 volume included $1,238,100 in media, $417,800 in materials and services and $863,400 in capitalized fees. The agency had no account gains or losses. Billings breakdown: Newspapers 16%, magazines 37%, radio 13%, tv 27%, business papers 7%. Employes: 9.

The Merchandising Factory, San Francisco and Los Angeles, had gross income of $555,000 in 1979 on billings of $5,001,850. In 1978, the agency had gross income of $467,000 on billings of $4,214,890. Volume in 1979 included $200,000 in media, $1,100,000 in materials and services and $3,701,850 in capitalized fees. Its 1978 volume included $150,000 in media, $950,000 in materials and services and $3,114,890 in capitalized fees.

Accounts gained: Coca-Cola fountain division, Host International Jim Dandy fast foods division. Lost: Bennetts Photo Service. Billings breakdown: Magazines 10%, business papers 15%, p.o.p.. 25%, marketing and sales promotion 50%. Employes: 14 in two offices.

R. L. Meyer Advertising, Milwaukee, had 1979 gross income of $498,416 on total volume of $5,927,692. In 1978, it had gross income of $413,356 on volume of $6,233,243. Its 1979 billings included $2,481,725 in media, $630,789 in materials and services and $2,815,178 in capitalized fees. Its 1979 billings included $2,567,308 in media, $188,404 in materials and services and $3,477,531 in capitalized fees.

Accounts gained: Weinbrenner Shoes, Charmglow, WEZW Radio, Holiday-On-Ice, Ajay Entertainment, D&H Manufacturing. Lost: Stein Drugs, Brills. Billings breakdown: Newspapers 20%, magazines 10%, radio 25%, tv 20%, outdoor 2%, transit 1%, p.o.p. 3%, direct mail 5%, other 14%. Employes: 28.

The Michener Co., Philadelphia, reported gross income was $712,784 on billings of $4,401,937 in 1979. The agency had gross income of $635,024 with $31,751 in non-U.S. income in 1978, when billings were $4,107,045. Volume in 1979 included $1,723,857 in media, $686,459 in materials and services and $1,991,621 in capitalized fees. In 1978 volume included $1,870,091 in media, $874,993 in materials and services and $1,361,961 in capitalized fees. (Last year the agency reported 1978 billings were $4,233,181, including $1,488,097 in capitalized fees.) Billings breakdown: Newspapers 20%, business press 75%, direct mail 5%. Employes: 24.

Miller Addison Steele, New York, reported gross income of $302,600 on billings of $2,013,590 in 1979. In 1978, its gross income was $295,500 on $1,970,350 in billings. Volume in 1979 included $1,200,000 in media, $300,000 in materials and services, $466,900 in U.S. capitalized fees and $46,690 in non-U.S. capitalized fees. In 1978, volume included $1,100,000 in media, $170,000 in materials and services, $700,350 in capitalized fees.

Accounts added: Chase Manhattan Realty Investment Trust, Palmas del Mar, Superior Homes and (on assignment) Chicago Title and Fairfield Communities; overseas, the agency gained École Tunone-Monte Carlo. Billings breakdown: Newspapers 40%, magazines 15%, radio 5%, outdoor 5%, business press 10%, direct mail 5%, other 20%. Employes: 30 in two offices.

Mills Advertising, Los Angeles, reported gross income of $120,000 in 1979 on billings of $1,025,100. In 1978, gross income was $94,000 on billings of $926,750. Volume in 1979 included $750,000 in media, $75,000 in materials and services and $200,100 in capitalized fees. Its 1978 volume included $700,000 in media, $60,000 in materials and services and $166,750 in capitalized fees.

Account gained: Toho Corp. Lost: Roma di Notte Restaurant. Billings breakdown: Magazines 25%, radio 10%, tv 50%, business papers 5%, p.o.p. 10%. Employes: 4.

Mills Communications, Chicago, reported gross income of $152,404 on billings of $1,243,555 in 1979, its first year in business. Volume included $725,000 in media, $145,035 in materials and services and $373,520 in capitalized fees.

Accounts gained: Ajax Rent-A-Car, Brokers Risk Placement, Hinz Co., Real Estate Insurance Service Corp., O'Hare Dodge. Lost: Real Estate Insurance Service Corp. Billings breakdown: Newspapers 35%, magazines 6%, radio 25%, tv 12%, outdoor 8%, transit 1%, p.o.p. 2%, direct mail 9%, other 2%. Employes: 7.

Mintzer, Trostler & Rothschild, New York, had gross income of $574,000 in 1979 on billings of $3,827,000. In 1978, gross income was $580,600 on $3,871,000 in billings. Volume in 1979 included $3,425,000 in media and $402,000 in capitalized fees. Its 1978 volume included $3,335,000 in media and $536,000 in capitalized fees. Accounts gained: Pure Food Co.'s Herb-ox bouillon, Warnaco's CBS Apparel division, Pierre Cardin Formalwear. Employes: 16.

Harold M. Mitchell, Inc., New York, reported net income of $16,705 and gross income of $334,118 in 1979 on billings of $2,226,560. In 1978, net income was $14,916 and gross income was $298,320 on billings of $1,988,000. Volume in 1979 included $1,301,589 in media, $549,584 in materials and services and $375,387 in capitalized fees. Its 1978 volume included $1,162,133 in media, $490,700 in materials and services and $335,167 in capitalized fees.

Accounts gained: Daks Clothing, Winard Jewelry, Misty Harbor Rain Coats, MS Sero. Lost: Glen Oaks Slacks. Billings breakdown: Newspapers 13%, magazines 62%, supplements 2%, tv 3%, business papers 18%, other 2%. Employes: 9.

COUNTRY COUNTDOWN

Radio Station Managers...General Managers...Sales Managers...Program Directors . . . Looking to build station ratings? Country Countdown, the newest and hottest syndicated radio program is available **now** on a barter basis to stations in arbitron measured markets and on a cash basis to stations in unmeasured and foreign markets. For two hours each week Country Countdown host Mike Williams takes your country audience through the top 25 records on the national country charts! Along the trail to the number 1 song in country music every week are features and interviews with some of the biggest country recording stars in the world! Country Countdown is ready to build ratings and revenue for your radio station **NOW!** Call (716) 663-7372 or (716) 621-6270 **today** for your **free** demo tape and program information! Better do it **today . . . before** your competition does! **Country Countdown,** just one more reason why D.G. Advertising, Inc., 271 Dorsey Road, Rochester, New York 14616, is rising to the top! Direct all calls or correspondence to Mr. Dale E. Gillette, President.

RALEIGH-DURHAM
Bright spot in the nation's Sunbelt!
UNEMPLOYMENT: RALEIGH-DURHAM 3.3%
EMPLOYMENT SECURITY COMMISSION OF N.C., DECEMBER 1979
NATIONAL RATE 5.9%
The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN
ONE RATE/ONE BILL VIA Branham
NEWSPAPER SALES

Agencies with gross income under $1,000,000

Howard E. Mitchell Jr. Advertising, Findlay, O., had gross income of $342,888 and net income of $208,575 on 1979 billings of $2,874,036. In 1978, the agency reported gross income of $277,853 on billings of $2,338,095. In 1979, billings included $600,442 in media, $680,748 in materials and services and $1,592,846 in capitalized fees. Billings in 1978 included $298,783 in media, $142,951 in materials and services and $1,896,361 in capitalized fees.

Accounts gained: Allied Eastern Corp., Moisture Control Systems, DrainRite Corp., Electronic Alert Systems, Critical Data Management, Churches of God, DFI Investment Services, Green Mfg., Imperial Crown restaurant. Lost: Hercules Tire & Rubber Co., Kuss Corp., Leeway Corp., Hancock Savings & Loan, Central Savings Assn. Billings breakdown: Newspapers 12%, radio 5%, tv 3%, outdoor 7%, business press 18%, farm publications 37%, fees 18%. Employes: 9.

Mohawk Advertising, Mason City, Ia., had gross income of $241,900 and net income of $9,347 on 1979 billings of $1,562,636. The agency reported gross income of $201,821 and net income of $8,966 on billings of $1,265,270 in 1978. Billings in 1979 included $643,581 in media, $113,846 for materials and services and $805,209 in capitalized fees. In 1978, billings included $469,496 in media, $92,376 for materials and services and $703,398 in capitalized fees.

Accounts gained: George A. Rolfes, Farbest Dairy, David Manufacturing, Citation Homes. Lost: Midcom, Forest Federal Savings & Loan, Arby's (Mason City). Billings breakdown: Newspapers 15%, radio 28%, farm publications 23%, tv 21%, outdoor 6%, business press 5%, magazines 2%. Employes: 10.

John L. Moorhead Advertising/PR, Durham, N.C., had gross income of $60,700 in 1979 on billings of $404,858. In 1978 it had gross income of $58,700 on billings of $391,808. The agency's 1979 volume included $160,000 in media, $41,000 in materials and services and $203,858 in capitalized fees. Its 1978 volume included $147,000 in media, $40,950 in materials and services and $203,858 in capitalized fees.

Accounts gained: Newton Instrument Co., Speed-Tune division, Kenan Oil Co. Billings breakdown: Newspapers 25%, radio 15%, tv 22%, business papers 27%, other 11%. Employes: 4.

Morvay Advertising, South Orange, N.J., had estimated gross income of $187,500 on billings of $1,250,000 in 1979. Gross income for 1978 was estimated at $150,000 on billings of $1,000,000.

Billings breakdown: Newspapers 50%, magazines 4%, radio 5%, tv 2%, outdoor 5%, business papers 30%, farm publications 2%, direct mail 2%. Employes: 8.

Moss Advertising, New York, reported gross income of $595,000 and net income of $190,000 on billings of $3,566,700. Its 1978 gross income was $491,480 and net income was $137,300 on billings of $3,047,900. The agency's 1979 volume included $3,100,000 in media, $400,000 in materials and services and $66,700 in capitalized fees. Its 1978 billings included $2,684,540 in media, $310,000 in materials and services and $53,360 in capitalized fees.

Accounts gained: Gas Energy, Queens Symphony Orchestra, Long Island College Hospital. Billings breakdown: Newspapers 25%, magazines 10%, radio 17%, tv 10%, outdoor 5%, business papers 8%, transit advertising 10%, direct mail 5%, Yellow Pages 10%. Employes: 13.

Phil Motta & Associates, Phoenix, reported net income of $160,489 and gross income of $605,538 in 1979 on billings of $4,206,273. In 1978, net income was $58,346 and gross income was $348,930 on billings of $2,637,583. Volume in 1979 included $3,237,811 in media, $403,008 in materials and services and $565,454 in capitalized fees. Its 1978 volume included $1,625,771 in media, $236,931 in materials and services and $774,881 in capitalized fees.

Accounts gained: Children's Art Center, Chrisman Farms, Empire Lift, Empire Machinery Co., Execu Systems Inc., Hellon Management, Valley Aamco. Lost: Airport Shuttle Parking, American Marketing Assn., Haaf's Fine Furnishings, KJJJ Radio, SuperLube, Ramada Inn, Woodstock Homes. Billings breakdown: Newspapers 36%, magazines 5%, radio 15%, tv 43%, outdoor 1%. Employes: 16.

MultiService Corp., Hartselle, Ala., had gross income of $47,438 on billings of $316,256 in 1979. Volume in 1979 included $123,000 in media, $14,500 in materials and services and $178,756 in capitalized fees. It did not report 1978 results. Accounts gained: Lovely Lady Beauty Pageant System, Patti's Plants, Campbell for Representative, P.A.S. Sound. Billings breakdown: Newspapers 50%, radio 40%, tv 10%. Employes: [illegible].

F.J. Murray Co., Dearborn, Mich., had gross income of $104,022 in 1979 on billings of $730,779. In 1978, gross income was $119,977 on billings of $827,204. Volume in 1979 consisted of $100,295 in media, $33,486 in materials and services and $596,998 in capitalized fees. Its 1978 volume included $82,641 in media, $29,899 in materials and services and $714,664 in capitalized fees. Billings breakdown: Newspapers 25%, magazines 25%, radio 15%, outdoor 5%, p.o.p. 5%, direct mail 10%, other 15%. Employes: 4.

Henry Nachman Associates, New York, reported gross income of $111,000 in 1979 on billings of $777,000. In 1978, gross income was $106,000 on billings of $748,000. Volume in 1979 included $645,000 in media and $132,000 in materials and services. Its 1978 volume included $620,000 in media and $128,000 in materials and services. Account gained: Quadrelle Realty. Lost: Academic Testing Institute. Billings breakdown: Newspapers 5%, magazines 30%, radio 30%, tv 10%, business papers 25%. Employes: 5.

Nader, Charlton-Perrin, Chicago, reported gross income of $808,791 in 1979 on billings of $6,167,630. In 1978, gross income was $795,120 on billings of $5,981,858. Volume in 1979 included $2,716,292 in media, $809,365 in materials and services and $2,641,973 in capitalized fees. Its 1978 volume included $2,680,192 in media, $930,869 in materials and services and $2,370,797 in capitalized fees.

Accounts gained: Merrill Chase Galleries, Moloney's Family Restaurants, Stern Electronics, Centex Homes Midwest. Lost: National Mfg. Co. Billings breakdown: Newspapers 18%, magazines 17%, radio 21%, tv 35%, outdoor 2%, business papers 5%, transit 2%. Employes: 20.

Nissen Advertising, Lakeland, Fla., reported gross income of $420,000 and net income of $28,000 on 1979 billings of $3,607,290. In 1978, the agency had gross income of $308,000 and net income of $12,000 on billings of $2,553,740. Billings in 1979 included $1,800,000 in media, $560,000 in materials and services and $1,247,290 in capitalized fees. Billings in 1978 included $1,320,000 in media, $420,000 in materials and services and $813,740 in capitalized fees.

Accounts gained: Clearwater Sun, Florida Septic Tank Assn., Florida Dental Laboratory Assn., Summit Consulting, Vassallo Industries, Pro Photo. Lost: Lodging Unlimited. Billings breakdown: Newspapers 10%, magazines 5%, radio 15%, tv 20%, outdoor 15%, business press 10%, farm publications 1%, p.o.p. 2%, direct mail 3%, collateral materials 19%. Employes: 18 in two offices.

Northrup & Teel, Pittsford, N.Y., had gross income of $842,043 in 1979 on billings of $5,881,627. In 1978, gross income was $699,650 on billings of $4,666,434. Volume in 1979 included $1,416,768 in media, $374,441 in materials and services and $4,090,418 in capitalized fees. Its 1978 volume included $1,227,020 in media, $363,083 in materials and services and $3,076,331 in capitalized fees. Billings breakdown: Newspapers 8%, magazines 4%, radio 3%, tv 27%, business papers 3%, farm publications 22%, p.o.p. 3%, direct mail 4%, other 26%. Employes: 27.

Outdoor Products Marketing, Northfield, Ill., reported gross income of $254,600 on billings of $2,376,910 in 1979. In 1978, its gross income was $162,000 on adjusted billings of $1,759,470. Its 1979 volume included $672,000 in media, $551,000 in materials and services and $1,153,910 in capitalized fees. Its 1978 volume included $391,000 in media, $428,000 in materials and services and $940,470 in capitalized fees. Included in the total are the billings of its subsidiary, Southeast Outdoor Products.

Accounts gained: Yellowstone Trailers, Wideview Telescope Mounts, National Assn. of Marine Manufacturers. Billings breakdown: Newspapers 5%, magazines 53%, tv 8%, business papers 6%, p.o.p. 28%. Employes: 11.

Edward Owen Co., Avon, Conn., reported gross income of $[illegible]62 on billings of $958,226 in 1979. Its 1978 gross income was $132,422 on billings of $883,255. Volume included $380,095 in media in 1979 and $335,990 in media in 1978. Billings breakdown: Newspapers 2%, business press 40%, farm publications 20%, direct mail 15%, other 23%. Employes: 6.

P.F.P. Advertising, New York, reported net income of $21,087 on gross income of $68,532 with 1979 billings of $416,964. In 1978 it had net income of $13,806 on gross income of $44,871 with billings of $299,189. The agency's 1979 volume included $215,794 in media, $34,420 in materials and services and $166,750 in capitalized fees. Its 1978 volume included $175,269 in media, $23,870 in materials and services and $100,050 in capitalized fees.

Accounts gained: Carabo-Cone Method Foundation, Central Park Area Committee, Chinese Language Learning Center, German School of Photography, Italian Cultural Institute, JMJ Electric Corp., PDM Associates. Resigned: St. Regis Paper Co. Billings breakdown: Newspapers 50%, magazines 10%, radio 5%, tv 5%, direct mail 5%, other (consulting) 25%. Employes: 4.

Pace Advertising, Woodbridge, Conn., had gross income of $295,500 and net income of $55,500 in 1979 on billings of $2,177,275. In 1978, it had gross income of $281,500 and net of $54,000 on volume of $1,991,409. Its 1979 volume included $251,000 in media, $242,100 in materials and services and $1,684,175 in capitalized fees. Its 1978 volume included $340,000 in media, $165,000 in materials and services and $1,486,409 in capitalized fees.

Accounts added: Copelon, Schiff & Zangari, Coventry Business Systems, Decks Unlimited, First Bancorp, Foxbridge Condominiums, Keyes, Ammons & Williams Funeral Home, Ledgewood Condominiums, A.J. Sessa Realty, South Central Criminal Justice Supervisory Board. Lost: Coventry Business Systems, Decks Unlimited, Fidelity Trust Co., Quality Foods.

Billings breakdown: Newspapers 45%, magazines 6%, supplements 1%, radio 27%, tv 4%, outdoor 6%, business papers 2%, p.o.p. 6%, direct mail 3%. Employes: 15 in two offices.

Parsons, Friedmann & Central, Boston, had gross income of $257,015 in 1979 on billings of $1,606,399. Its 1979 volume included $566,627 in media, $208,630 in materials and services and $831,142 in capitalized fees. PF&C reported that 1978 figures are not applicable since the agency was in the process of merging with Reilly Brown Inc. The merger was terminated by PF&C as of Oct. 1, 1978.

Accounts gained: Samoset Resort Hotel, Wildcat Condominiums, Jarvis & Jarvis. Lost: Jack Frost Shops, B.F. Perkins. Billings breakdown: Newspapers 10%, magazines 15%, radio 4%, tv 3%, outdoor 1%, business papers 65%, direct mail 2%. Employes: 10 in two offices.

Gerald Patlis Advertising, New York, had gross income of $181,500 in 1979 on billings of $1,343,400. In 1978, gross income was $149,000 on $995,000 in billings. Volume in 1979 included $1,050,000 in media, $160,000 in materials and services and $133,400 in capitalized fees. Its 1978 volume included $850,000 in media and $145,000 in materials and services. Accounts gained: Campaign Communications Inc., Jack Backer & Co., New Orient, Childcraft Furniture, Bio-Genics Inc., Excerpta Medica. Billings breakdown: Newspapers 14%, magazines 35%, supplements 20%, radio 3%, [illegible] 5%, business papers 3%, farm publications 5%, direct mail 15%. Employes: 8.

Patt Patterson & Associates, Honolulu, reported gross income of $108,520 on 1979 billings of $723,738. Its 1978 gross income was $134,866 on billings of $925,227. The agency's 1979 volume included $158,346 in media, $34,198 in materials and services and $531,194 in capitalized fees. Its 1978 volume included $218,789 in media, $47,560 in materials and services and $658,878 in capitalized fees.

Accounts gained: ExxpoMedia, Investment Collectibles by Bell, Rehabilitation Hospital of the Pacific. Accounts lost: Civic Restaurant, Wellington Financial. Billings breakdown: Newspapers 77%, magazines 9%, radio 7%, tv 5%, business papers 2%. Employes: 2.

Maurice Paulsen Advertising, Sioux Falls, S.D., reported 1979 gross income of $162,766 and net income of $42,528 on billings of $1,026,548. Its 1978 gross income was $175,949 with net income of $31,129 on billings of $1,145,655. The 1979 billings included $872,998 in media, $101,524 in materials and services and $52,026 in capitalized fees. The 1978 billings included $974,166 in media, $119,463 in materials and services and $52,026 in capitalized fees.

Accounts gained: Component Mfg., Hansen Mfg. Billings breakdown: Newspapers 16%, magazines 37%, radio 12%, tv 19%, outdoor 1%, business papers 8%, farm publications 7%. Employes: 6.

Peitscher, Janda/Associates, Chicago, reported gross income of $805,600 in 1979 on billings of $4,969,750. In 1978, gross income of $603,500 on billings of $3,654,150. Volume in 1979 included $2,400,000 in media, $402,000 in materials and services and $2,167,750 in capitalized fees. In 1978, volume included $1,650,000 in media, $370,000 in materials and services and $1,634,150 in capitalized fees. Accounts gained: Johnson Controls control products division. Media breakdown: Newspapers 10%, magazines 25%, radio 10%, tv 20%, business papers 15%, p.o.p. 3%, collateral 17%. Employes: 14.

Perspectus Agency, New York, had gross income of $168,000 in 1979 on billings of $1,125,000. In 1978, gross income was $123,000 on billings of $825,000. Its 1979 income included $37,000 on non-U.S. billings of $250,000, while 1978 income included $26,000 on non-U.S. billings of $175,000. Volume in 1979 included $480,000 in media, $192,000 in materials and services and $203,000 in capitalized fees. Non-U.S. volume consisted of $190,000 in media and $60,000 in materials and services. The agency's 1978 volume included $397,000 in media, $170,000 in materials and services and $83,000 in capitalized fees. Its non-U.S. 1978 volume included $140,000 in media and $35,000 in materials and services. Figures included results of offices in Brielle, N.J., and Hilton Head, S.C.

Accounts gained: General Telephonics Corp., Solar Industries, Dow/Badische Corp., Allied Chemical fibers division, U.S. Industries, Young Squire/Erik Anders, City of Philadelphia, Allied Yachts. Overseas accounts added: Kalik Yachts (Germany), Cheoy Lee Yachts (Hong Kong). Lost: Union Carbine carbon products division. Billings breakdown: Newspapers 10%, magazines 55%, supplements 10%, radio 10%, tv 10%, direct mail 5%. Employes: 14 in three offices.

Pesin, Sydney & Bernard Advertising, New York, reported net income of $26,538 and gross income of $747,893 in 1979 on billings of $4,986,500. In 1978, gross income was $749,874 on billings of $4,997,000. Volume in 1979 included $3,110,620 on media, $782,000 in materials and services and $1,093,880 in capitalized fees. Its 1978 volume included $2,789,700 in media, $599,830 in materials and services and $1,607,470 in capitalized fees.

Accounts gained: Bon Ami cleanser, Pick Hotels resorts division, Paul Buhre Watches, Fort Worth Americana Hotel, Faultless spray starch and fabric finish. Billings breakdown: Newspapers 20%, magazines 45%, supplements 5%, radio 7.5%, tv 5%, outdoor 2.5%, business papers 5%, p.o.p. 5%, direct mail 5%. Employes: 22 in two offices.

Pierce Brown Associates, Rochester, N.Y., had gross income of $589,501 in 1979 on billings of $4,244,804. Its 1979 volume included $435,121 in media, $366,142 in materials and services and $3,443,541 in capitalized fees. Its 1978 results were not reported. Billings breakdown: Newspapers 2%, magazines 75%, radio 10%, tv 13%. Employes: 17.

Poller & Jordan Advertising, Miami, had gross income of $174,650 in 1979 on billings of $1,165,200. In 1978, gross income was $161,500 on billings of $1,033,470. Volume in 1979 in-

Agencies with gross income of $1-$5,000,000

cluded $950,00 in media, $41,000 in materials and services and $174,200 in capitalized fees. Its 1978 volume included $850,000 in media, $37,000 in materials and services and $146,470 in capitalized fees. Billings breakdown: Newspapers 10%, magazines 15%, radio 20%, tv 40%, outdoor 5%, business papers 5%, other 5%. Employes: 9.

Bernard Popick Associates, Collingswood, N.J., reported gross income of $228,305 on billings of $1,522,032 in 1979. In 1978 the agency had $218,698 in gross income on billings of $1,458,588. Its 1979 billings included $179,566 in media, $77,167 in materials and services and $1,265,299 in capitalized fees. Its 1978 billings included $189,4[illegible] in media, $59,250 in materials and services and $1,209,938 in capitalized fees.

Accounts gained: Home Builders League of South Jersey, Historic Smithville Development Co. Lost: Friendly National Bank. Billings breakdown: Media 11.8%, production 5.07%, fees & services 83.13%.

J. W. Prendergast & Associates, New York, had gross income of $486,000 in 1979 on billings of $3,857,000. Its net was $42,000. Its 1979 volume included $890,000 in media, $966,000 in materials and services and $2,001,000 in capitalized fees. Its 1978 results were not reported. Accounts gained: Alexander Hamilton, *Campus Life*, CIE, Fedders, *Florida* magazine, *Houston* magazine, Physicians Mutual, P.R. News. Lost: American Preservation, *L'Officiel*, Puritan. Billings breakdown: Newspapers 25%, magazines 5%, direct mail 70%. Employes: 11.

Price/McNabb Advertising, Asheville, N.C., had gross income of $998,550 in 1979 on billings of $5,768,865. In 1978 the agency had gross income of $810,067 on billings of $4,782,681. Its 1979 volume included $4,233,590 in media and $1,535,275 in materials and services. Its 1978 volume included $4,068,716 in media and $713,965 in materials and services.

Accounts gained: American Retirement Corp., Texas Instrument Co. Billings breakdown: Newspapers 9%, magazines 7%, radio 20%, tv 35%, outdoor 3%, business papers 15%, direct mail 11%. Employes: 30 in two offices.

Quillen Elsea & Trabue, Wichita, reported net income of $21,724, and gross income of $433,196 on billings of $3,237,550 in 1979. In 1978, net income was $5,039 and gross income was $335,469 on billings of $2,468,070. Its 1979 volume included $1,795,908 in media, $320,262 in materials and services and $1,121,380 in capitalized fees. Its 1978 volume was $1,526,859 in media, $194,945 in materials and services and $746,266 in capitalized fees.

Accounts gained: Wichita Wings (soccer), Coleman. Billings breakdown: Newspapers 22%, magazines 15%, radio 21%, tv 16%, outdoor 3%, direct mail 5%, other 18%. Employes: 16.

R.S.M. & K., New York, reported gross income of $716,000 on billings of $5,099,860 in 1979. In 1978, its gross income was $704,000 on billings of $4,991,000. Its 1979 volume included $1,626,000 in media, $419,000 in materials and services and $3,054,860 in capitalized fees. Its 1978 volume included $1,600,000 in media, $397,000 in materials and services and $2,994,000 in capitalized fees.

Accounts gained: Jordache swimwear, Singer Sewing Aids, Ceramonte Tablewares. Lost: Basic Auto Parts. Billings breakdown: Newspapers 8%, magazines 30%, radio 10%, tv 13%, business papers 34%, p.o.p. 5%. Employes: 14.

Jules Rabin Associates, Valley Stream, N.Y., reported gross income of $470,000 in 1979 on billings of $2,900,000. In 1978, gross income was $430,000 on billings of $2,700,000. Volume in 1979 included $2,600,000 in media and $300,000 in materials and services. In 1978, billings included $2,400,000 in media and $300,000 in materials and services. Accounts gained: Wenco Ford Systems, Ryner Scientific Labs, Silon Optical, Waterman Pen Co. Lost: International Hotel (J.F.K. airport). Billings breakdown: Newspapers 35%, magazines 10%, supplements 2%, radio 5%, tv 3%, business press 35%, direct mail 10%. Employes: 18.

Redmond Amundson & Rice, Virginia Beach, Va., had estimated gross income of $486,500 in 1979 on billings of $3,242,401. Its estimated 1978 gross income was $262,900 on billings of $1,752,948. Totals do not include a subsidiary, Video Image Productions. Billings breakdown: Newspapers 20%, magazines 3%, supplements 1%, radio 38%, tv 24%, outdoor 4%, business papers 1%, farm publications 1%, transit 1%, p.o.p. 2%, other 5%. Employes: 21.

Reeds & Farris, Los Angeles, had estimated gross income of $698,000 in 1979 on estimated billings of $4,650,000. Its estimated gross income in 1978 was $621,000 on billings of $4,136,318. Employes: 18.

E.M. Reilly & Associates, St. Louis, reported net income of $138,866 and gross income of $643,890 on billings of $4,293,211 in 1979. Its 1978 net was $111,927 and gross income of $578,715 and billings of $3,858,640. Its 1979 billings included $2,773,483 in media, $301,786 in materials and services and $1,217,942 in capitalized fees. Its 1978 billings included $2,501,320 in media, $280,115 in materials and services and $1,077,205 in capitalized fees.

Accounts gained: Greater St. Louis Datsun Dealers, Debrecht/Reed Datsun, G&S Chicken, Kentucky Fried Chicken-Quincy/Hannibal Co-op. Billings breakdown: Newspapers 8%, magazines 6%, radio 22%, tv 49%, outdoor 3%, business papers 3%, transit 1%, direct mail 2%, collateral 6%. Employes: 12.

Reynolds-Sullivan Advertising, Mobile, Ala., reported net income of $41,000 and gross income of $215,000 in 1979 on billings of $1,360,200. In 1978, net income was $59,730 and gross income was $185,000 on billings of $1,153,475. Volume in 1979 included $800,000 in media, $160,000 in materials and services and $400,200 in capitalized fees. Its 1978 volume included $720,000 in media, $150,000 in materials and services and $283,475 in capitalized fees. Accounts gained: MTU of North America, Mobile Hilton, Gulf Coast Chevrolet Dealers Assn., Merchants National Bank. Billings breakdown: Newspapers 30%, magazines 15%, radio 15%, tv 20%, outdoor 10%, business papers 5%, direct mail 5%. Employes: 10.

Riallus Advertising, Pittsburgh, had net income of $26,000 and gross income of $175,800 in 1979 on billings of $1,172,000. In 1978 the agency had net income of $115,250 with billings of $768,600. Its 1979 volume included $105,000 in media, $400,000 in materials and services and $667,000 in

AT LAST! THE FIRST Comprehensive Guide to Successful Advertising Agency Management

An indispensable reference for the advertising agency owner striving for greater efficiency . . . for the client or agency department head interested in plugging profit leaks . . . for the account executive or client staffer wondering if it's time to start his own or "buy in" . . . for anyone who wants the latest and best information yet published on how to make an advertising agency profitable and enjoyable by using good business practices.

The Publishers of *Advertising Age* invite your free inspection of

THE ADVERTISING AGENCY BUSINESS

by Herbert S. Gardner, Jr., formerly Executive Vice President of First Advertising Agency Network, St. Louis.

THE ADVERTISING AGENCY BUSINESS
by Herbert S. Gardner, Jr.

- $19.95 • 6 x 9" CLOTHBOUND
- MORE THAN 200 PAGES
- 25 TABLES, INDEX

This book gives you the complete story of evaluating and closing new business, determining an agency's worth, controlling costs, setting and accomplishing profit goals—all you need to know for continuing success. Useful for client executives, too. Highly readable explanations of systems and strategies.

Never before have so many useful facts on advertising operations been pulled together in one compact volume, organized for quick and repeated reference . . . facts extracted from the experiences of Madison Avenue and Main Street . . . from successful agencies and from agencies with problems.

If you are an agency owner, account executive or have anything to do with an advertising agency, you cannot afford to be without this book.

28 Fact-Packed Chapters Take You Behind The Scenes of The Advertising Agency

I Advertising Agency Fundamentals

Chapter 1.—The Philosophy of Success What it takes to succeed The mystique of growth

Chapter 2.—Some Economic Facts of Life Pitfalls Credit extension Financing clients Cut-rating, rebating, speculating

Chapter 3.—Getting Started in the Agency Business Should you start your own agency? Should you buy an agency?

Chapter 4.—Being Your Own Man Fear of the client False and Deceptive advertising Industry self-regulation Government regulation Consumerism and special interest groups

II Agency Financial Operations

Chapter 5.—Figures You Can Steer By Basic operating formula Agency costs and expenses Significant ratios

Chapter 6.—Billing, Income and Profit Billing Capitalized billing Gross income Profit Operating statement Gross profit Profit before taxes Net profit Proprietary profit How much profit? How is profit divided?

Chapter 7.—How Agencies Are Paid Commissions Mark-ups Internal Charges Retainer fees Supporting data The price list

Chapter 8.—How Agencies Spend Their Money Total expenses Payroll expense Non-payroll expense Direct and indirect expense Overhead

Chapter 9.—Billing For Your Services When do you bill? Special kinds of media billing Production billing Prompt payment problems Stating terms

Chapter 10.—Financial Reporting Regular monthly reports Cost accounting Estimating Schedule of billable hourly rates

III Agency Finances and Ownership

Chapter 11.—What Is An Agency Worth? How much capital? Times Earnings Valuations Gross income valuation Different prices?

Chapter 12.—Who Should Own Agency Stock? Employees Outside stockholders

Chapter 13.—How Can You Transfer Ownership? Payroll purchase Bank loan Low prices stock ESOT Buy-Sell agreement Insurance Gradual phase-out

IV Agency Organization and Operations

Chapter 14.—People—Your Most Important Asset Location and selection Education Compensation Retention

Chapter 15.—The Contact Function Guidelines Contact's role in holding clients Profitable account handling

Chapter 16.—The Creative Function How do you write good copy? Managing the creative function

Chapter 17.—The Implemental Functions Marketing Media Print production Research Traffic control

Chapter 18.—Public Relations What public relations is The role of the agency

Chapter 19.—Inside, Outside or Some of Each Doing it yourself The "jack of all trades" approach Groups or departments? Modules Buying it outside Some of each

Chapter 20—Agency Networks What they are How they operate Costs and benefits

V New Business—The Lifeblood of an Agency

Chapter 21—Locating Your Prospects Who are your prospects and where are they? Who should work on new business?

Chapter 22—Approaching Your Prospects The first approach Personalized letters The telephone Other methods Persistence Contact The first meeting

Chapter 23—The Formal Presentation Who should make it Where it should be made When What should be included Techniques Leave-behinds Following up

Chapter 24—Look Before You Leap View some billing skeptically "Controlled" accounts Cut-rate accounts Special projects as a foot in the door Credit checks

Chapter 25—What Do Advertisers Look For in an Agency? Intelligence Good judgment Experience Intellectual honesty

VI Some General Observations

Chapter 26—What It Takes To Succeed Honesty Ability Salesmanship Attitude Management Money Escape Hatches in Contracts with clients Adjustable executive capacity Constant new business activity A happy shop

Chapter 27—The Place of Psychology in Advertising The problem of communication The receiving mind Our mental bombardment Raising the stature of advertising Conscious and subconscious Putting the subconscious to work Motivation research Desirable product image Put yourself in his place

Chapter 28—Advertising Agencies in a Recession Advertising , increasing Agencies are growing New products New accounts Expenses are controllable

MAIL THIS NO-RISK COUPON TODAY!

Mail to: Crain Books/740 Rush Street/Chicago, Ill. 60611

YES: Please send me ________ copy(ies) of THE ADVERTISING AGENCY BUSINESS at just $19.95 plus $1.25 shipping and handling charges for one book and 75 cents for each additional book. I may read the book for 15 days and, if not satisfied, return it for full credit or refund.

CRAIN BOOKS

☐ Bill me later.

☐ I prefer to pay now and save shipping charges. My check or money order is enclosed. (Same return privilege.)

Name ____________

Firm ____________

Address ____________

City ____________ State ____________ Zip ____________

(Illinois residents add 6% sales tax.)

AA3190

Agencies with gross income under $1,000,000

capitalized fees. Its 1978 volume included $85,000 in media, $200,000 in materials and services and $483,600 in capitalized fees.

Accounts gained: Alon Corp. Lost: Real Estate Counselors. Billings breakdown: Newspapers 1%, business papers 10%, direct mail 14%, other 75%. Employes: 5.

Richardson, Thomas & Bushman, Fort Washington, Pa., had gross income of $693,559 in 1979 on billings of $4,664,931. In 1978, the agency reported gross income of $662,700 on billings of $4,418,958. Billings in 1979 included $1,816,996 in media, $836,070 for materials and services and $2,011,865 in capitalized fees. In 1978, billings included $1,714,148 in media, $788,746 for materials and services, and $1,916,064 in capitalized fees.

Accounts gained: Tomac Inc. Billings breakdown: Magazines 36%, newspapers 1%, radio 1%, business press 2%, p.o.p. 4%, direct mail 12%, other 44%. Employes: 19.

Riegert & Sweas Advertising, Chicago, had gross income of $400,000 in 1979 on billings of $2,668,000. In 1978, the agency had gross income of $375,000 on billings of $2,500,000. Volume in 1979 included $2,518,000 in media and $150,000 in materials and services. Its 1978 volume included $2,350,000 in media and $150,000 in materials and services. Accounts gained: WCFL radio, WMET radio. Lost: WLS radio. Billings breakdown: Newspapers 15%, magazines 5%, radio 35%, tv 35%, outdoor 5%, business press 2%, transit 3%. Employes: 8.

E. H. Rogers & Co., Los Angeles, had gross income of $720,000 in 1979 on billings of $4,800,000. Volume in 1979 included $4,350,000 in media and $450,000 in materials and services. Its 1978 figures were not reported. Billings breakdown: Newspapers 20%, magazines 50%, radio 15%, outdoor 15%. Employes: 6.

Roggers, French & Co., Irvine, Cal., had U.S. gross income of $550,029 on billings of $3,494,551 and foreign gross income of $38,020 on non-U.S. media billings of $253,593 in 1979 for total volume of $3,748,144. In 1978, the agency had U.S. gross income of $418,117, and foreign gross income of $63,282. Billings results for 1978 were not reported. In 1979, U.S. billings included $2,968,693 in media, $349,083 in materials and services and $176,775 in capitalized fees. Financial results of its Admiralty Travel subsidiary were not included in the agency's volume.

Accounts gained: Pathfinder Marine, Pathfinder Equipment, Culligan-Los Angeles, Pinseeker Golf. Accounts gained abroad: Northern Paint (Winnipeg). Lost: Down East Yachts, National Coach. Billings breakdown: Newspapers 5%, magazines 35%, radio 25%, tv 15%, business press 10%, p.o.p. 3%, direct mail 7%. Employes: 20 in three offices.

Rozier, Sumner & Berry, Oklahoma City, reported 1979 gross income of $305,724 and net income of $37,882 on billings of $2,048,023. Its 1978 gross income was $324,145 with net income of $61,517 on billings of $1,980,914. Its 1979 billings included $1,672,920 in media, $178,671 in materials and services and $196,432 in capitalized fees. The 1978 billings included $1,651,358 in media, $155,136 in materials and services and $174,420 in capitalized fees.

Accounts gained: A-Perm-O-Green lawn services, Robert S. Kerr Jr.'s 1980 U.S. Senate campaign, Love's Country Stores. Lost: Oklahoma Industrial Development Department. Billings breakdown: Newspapers 18%, magazines 16%, radio 22%, tv 39%, outdoor 2%, direct mail 3%. Employes: 8.

SZF Inc., New York, had gross income of $963,210 in 1979 on billings of $8,454,925. In 1978, gross income was $927,455 on billings of $8,081,775. Volume in 1979 included $2,510,500 in media, $875,225 in materials and services and $5,069,200 in capitalized fees. Its 1978 volume included $2,420,550 in media, $825,475 in materials and services and $4,835,750 in capitalized fees.

Accounts gained: Chromatic Pens (worldwide), Croton Watch Co., Regency Electronics, Schieffelin & Co. (Teacher's scotch and Hennessy cognac-sales promotion), Johnson & Johnson (sales promotion), Eltron Shavers (pr and sales promotion). Billings breakdown: Newspapers 15%, magazines 20%, supplements 10%, radio 10%, tv 5%, outdoor 10%, business papers 25%, transit 5%. Employes: 22.

S.M. Sachs & Associates, New York, had net income of $15,000 and gross income of $180,000 in 1979 on billings of $1,051,950. In 1978, the agency had net income of $25,000 and gross income of $150,000 on billings of $950,250. Volume in 1979 included $425,000 in media, $60,000 in materials and services and $566,950 in capitalized fees. Its 1978 volume included $400,000 in media, $50,000 in materials and services and $500,250 in capitalized fees. Accounts gained: ICP Cocoa. Billings breakdown: Newspapers 40%, business papers 60%. Employes: 6.

Murray Salit & Associates, New York, reported gross income of $975,000 for 1979 on billings of $6,503,250. In 1978, its gross income was $802,000 on billings of $4,460,000. No breakdown was provided. Accounts gained: Charles of the Ritz Yves Saint Laurent fragrances, Opium, YSL Pour Homme and "Y"; Teenform bras and underwear; Pant-her and Rejoice apparel divisions of Interco; Diane Von Furstenberg legwear, sleepwear and daywear divisions; Jones New York ties and shoes; Butte Knit, division of Jonathan Logan; Naarden International USA, and Fire Islander. Accounts resigned: Courreges Perfume. Billings breakdown: Newspapers 10%, magazines 35%, supplements 10%, radio 10%, tv 20%, business papers 10%, transit advertising 5%. Employes: 15.

Douglas Samuel Advertising, West Caldwell, N.J., reported net income of $72,000 and gross income of $515,725 in 1979 on billings of $3,483,750. In 1978, net income was $60,300 and gross income was $430,976 on billings of $3,078,400. Volume in 1979 included $2,300,000 in media, $300,000 in materials and services and $883,750 in capitalized fees. Its 1978 volume included $2,000,000 in media, $278,000 in materials and services and $800,400 in capitalized fees.

Accounts gained: Key Handling, Anghel Labs, Technical Marketing Assn., Ampower, Landmark Interiors, Ademco, Bowl-o-Mat. Lost: Artisan Electronics. Billings breakdown: Newspapers 25%, magazines 50%, radio 20%, direct mail 5%. Employes 16.

Sawyer Advertising, Gainesville, Ga., had gross income of $582,222 in 1979 on billings of $5,453,983. In 1978 the agency had gross income of $428,418 on billings of $4,157,029, including $31,000 in non-U.S. billings. Its 1979 volume included $1,500,871 in media, $1,022,061 in materials and services and $2,931,051 in capitalized fees. Its 1978 volume included $1,221,740 in media, $488,962 in materials and services and $2,415,327 in capitalized fees.

Accounts gained: Forest Products division of U.S. Natural Resources, Norton Co. construction products division, Micromeritics, MultiVeyor Systems. Lost: Neptune Water Meter Co., NuLabs division of Pioneer International. Billings breakdown: Newspapers 1%, radio 11%, tv 12%, outdoor 2%, business papers 31%, farm publications 38%, p.o.p. 2%, direct mail 3%. Employes: 23.

Saxe Mitchell, Woodbury, N.Y., had gross income of $483,000 in 1979 on billings of $3,320,000. In 1978, gross income was $417,000 on billings of $2,780,000. Volume in 1979 included $3,100,000 in media and $220,000 in materials and services. Its 1978 volume included $2,600,000 in media and $180,000 for materials and services. Accounts gained: Frankart Furniture Stores, Uniflex Plastics. Billings breakdown: Newspapers 60%, magazine 10%, tv 30%. Employes: 12.

Scharfberg & Associates, Jenkintown, Pa., reported gross income of $760,000 in 1979 on billings of $5,110,400. In 1978 gross income was $720,000 on billings of $4,813,700. Volume in 1979 included $4,000,000 in media, $310,000 in materials and services and $800,400 in capitalized fees. Its 1978 volume included $3,800,000 in media, $280,000 in materials and services and $733,700 in capitalized fees. Figures include those of Scharfberg & Associates' Fort Lauderdale, Fla., office.

Accounts gained: Tri-state American Motors Dealer Group, Four-State Renault Dealer Group, WKQS, Goldcoast AMC Dealer Group of Miami. Lost: Abbott Coin Counter Co. Billings breakdown: Newspapers 15%, magazines 10%, radio 30%, tv 25%, outdoor 5%, business papers 10%, p.o.p. 5%. Employes: 34 in two offices.

Schein/Blattstein Advertising, New York, had gross income of $882,000 in 1979 on billings of $5,621,100. In 1978, gross income was $818,000 on billings of $5,106,050. Its 1979 volume included $2,122,000 in media, $97,400 in materials and services and $3,401,700 in capitalized fees. Its 1978 volume included $1,920,000 in media, $84,500 in materials and services and $3,101,550 in capitalized fees.

Accounts gained: *The Movie Magazine*, *Epoch*, The Glamour Institute, *Attenzione*, *Jewish Living*, *Output*. Billings breakdown: Newspapers 20%, magazines 20%, radio 2%, tv 13%, business papers 5%, transit 5%, direct mail 35%. Employes: 16 in two offices.

Jerome H. Schmelzer & Associates, Cleveland, had gross income of $101,100 and net income of $43,000 on billings of $674,220 in 1979. In 1978, its gross income was $76,850 on billings of $530,510, with net income of $32,000. The agency's 1979 billings included $166,000 in media, $68,000 in materials and services and $440,220 in capitalized fees. In 1978, volume included $123,000 in media, $54,000 in materials and services and $353,510 in capitalized fees.

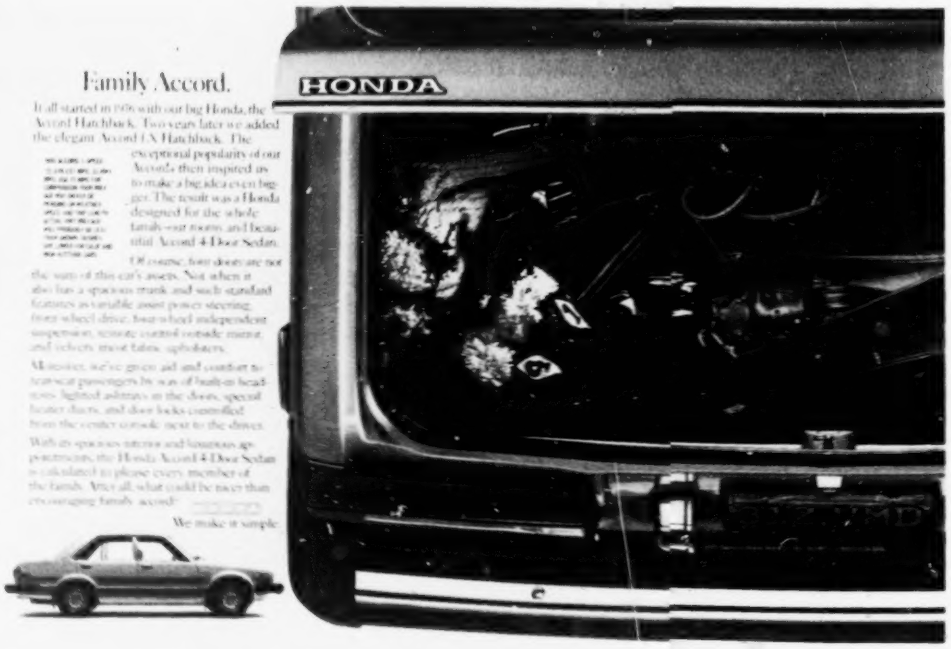
Accounts gained: Downtown Medical Center, Rodier of Paris, Cleveland Force soccer team, Dyer Mortgage Co., Cleveland Community Savings Co., Golland Shoe Co., Marion Building, More to Love Inc. and Bobbie Brooks Inc.'s Abby Michael division. The agency lost Travelers Shoppes. Billings breakdown: Newspapers 19%, magazines 21%, radio 22%, tv 16%, outdoor 3%, business press 4%, p.o.p. 2%, direct mail 7%, collateral 6%. Employes: 9.

Ken Schmidt Co., Milwaukee, reported gross income of $453,757 on 1979 billings of $2,640,380. In 1978 it had gross income of $350,301 on billings of $2,391,665. Billings in 1979 included $1,004,919 in media, $649,742 for materials and services and $985,719 in capitalized fees. Billings in 1978 included $958,403 in media, $608,275 for materials and services and $824,987 in capitalized fees.

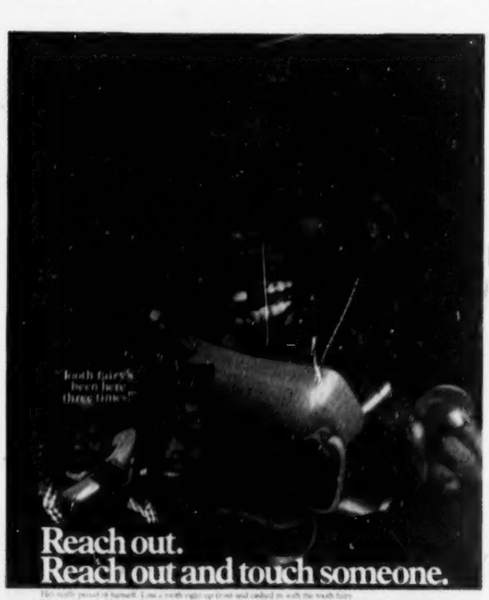
Accounts gained: Prairie Valley. Lost: Midwest Breeders Cooperative. Billings breakdown: Newspapers 5%, magazines 10%, radio 2%, business press 25%, farm publications 45%, p.o.p. 3%, and other 10%. Employes: 10.

Schoenfeld/Prusmack, New York, had gross income of $624,000 in 1979 on billings of $2,941,000. In 1978, gross income was $317,000 on billings of $2,456,000. Volume in 1979 included $1,095,000 in media, $686,000 in materials and services and $1,160,000 in capitalized fees. Its 1978 volume included $953,000 in media, $616,000 in materials and services and $887,000 in capitalized fees. Included are results of a subsidiary, Schoenfeld Rand.

Accounts gained: New Orleans Pride, Selective Personnel Inc., Norcon Electronics, Natpac Inc. Lost: Baker & Taylor, Columbia



Needham, Harper & Steers, Los Angeles, created this ad for American Honda Motor Co.


"Tooth fairy's been here three times!"
Reach out.
Reach out and touch someone.
Bell System

Reach out

N W Ayer keeps reaching out in its series of heart-warming ads for Bell's Long Lines.

Agencies with gross income under $1,000,000

University Graduate School of Business. Billings breakdown: Newspapers 10%, magazines 10%, radio 20%, tv 25%, outdoor 5%, business papers 20%, direct mail 10%. Employes: 12 in two offices.

Len Scholl & Co., Los Angeles, had gross income of $339,200 in 1979 on billings of $2,261,820. In 1978, gross income was $289,800 on billings of $1,932,168. Volume in 1979 included $875,000 in media, $266,160 in materials and services and $1,120, 660 in capitalized fees. Its 1978 volume included $822,168 in media, $210,000 in materials and services and $900,000 in capitalized fees.

Accounts added: Aviation Title Services. Lost: Aviation Underwriters. Billings breakdown: Newspapers 25%, magazines 9%, supplements 3%, radio 25%, tv 15%, outdoor 7%, business papers 3%, farm publications 9%, p.o.p. 2%, direct mail 2%. Employes: 10.

Scott Associates, Champaign, Ill., reported gross income was $23,883 on billings of $157,372 in 1979. In 1978, gross income was an estimated $42,237, on billings of $281,581. Billings in 1979 included $83,300 in media, $14,089 in materials and services and $59,983 in capitalized fees. In 1978, volume included $94,925 in media, $39,956 in materials and services and $146,700 in capitalized fees. Accounts added: Hydra-Fold, Super-Soft, Oils & Reflections and McKinley YMCA. Accounts lost: Great Planes Model Distributors and Glass Specialty. Billings breakdown: Newspapers, 5%, magazines 30%, radio 8%, tv 25%, farm publications 30%, sales literature 2%. Employes: 3.

J.I. Scott Co., Grand Rapids, Mich., posted gross income of $960,000 on 1979 billings of $6,430,000. Its 1978 gross income was $900,000 on $6,030,000 in billings.

Accounts gained: Clark Equipment, Attwood division of Steelcase, International Harvester medium trucks, Kal-Equip, Rospatch Corp. Resigned: Comus International. Lost: Prince Corp. Billings breakdown: Newspapers 5%, magazines 10%, radio 15%, television 15%, business papers 15%, farm publications 20%, p.o.p. 5%, direct mail 15%. Employes: 36.

Shaffer/MacGill & Associates, Chicago, reported gross income of $909,695 on 1979 billings of $5,906 539. In 1978, it had gross income of $753,520 on billings of $5,082,283. Billings in 1979 included $2,461,373 in media, $1,278,390 in materials and services and $2,166,776 in capitalized fees. In 1978, billings consisted of $2,283,067 in media, $1,224,896 in materials and services and $1,574,320 in capitalized fees.

Accounts gained:Graebel Movers, Hunter Publisher Co., John Jacobs & Carol Mann Golf Schools, Miller-Jesser, Peerless Instrument Co., WDAI-FM. Lost: MacLean-Hunter Publishing, Huth Manufacturing, IPC, Stevens Bedding. Media breakdown: Magazines 35%, newspapers 20%, tv 15%, radio 15%, business press 15%. Employes: 14.

Shailer Davidoff Rogers, Fairfield, Conn., reported net income of $30,000 and gross income of $900,000 in fiscal 1979 on billings of $6,300,000. In calendar year 1978, it had net income of $87,500 and gross income of $850,000 on billings of $6,000,000. Volume in 1979 included $2,100,000 in media, $1,200,000 in materials and services and $3,000,000 in capitalized fees. The 1978 billings included $1,900,000 in media, $1,100,000 in materials and services and

$3,000,000 in capitalized fees.

Accounts gained: Buster Brown Textiles, Connecticut Energy division. Lost: Computer Processing Institute, Country Home Bakers, Danbury Bank & Trust Co., Rust Craft Greeting Cards, First Federal Savings & Loan of New York, Sales Maids of America. Billings breakdown: Newspapers 35%, magazines 15%, radio 20%, tv 15%, outdoor 5%, business papers 5%, transit 5%. Employes: 34.

Shaw Elliott, New York, had gross income of $429,123 in 1979 on billings of $6,473,596. In 1978, gross income was $640,177 on billings of $5,054,000. Volume in 1979 consisted of $1,288,360 in media, $1,807,949 in materials and services and $3,377,287 in capitalized fees. Its 1978 volume consisted of $997,945 in media, $1,485,730 in materials and services and

$2,570,325 in capitalized fees. The agency has a pr subsidiary, Barmmer Elliott Inc., Stamford, Conn.

Accounts gained: Applied Digital Data Systems, National Computer Conference and Office Automation Conference divisions of American Federation of Information Processing, ARBAT Systems Ltd. Lost: Software Design Associates. Billings breakdown: Newspapers 6%, magazines 17%, supplements 2%, business papers 45%, direct mail 6%, other 24%. Employes: 14.

J. Greg Smith Associates, Lincoln, Neb., reported gross income of $201,227 on 1979 billings of $1,325,623. In 1978, it had gross income of $188,459 on billings of $1,242,853. Billings in 1979 included $530,517 in media; $173,076 for materials and services and $622,030 in capitalized fees.

In 1978, billings included $502,745 in media, $133,072 for materials and services and $607,036 in capitalized fees.

Accounts gained: State Security Savings, Land O'Lakes, First West Side Bank, Boys Town, Nebraska Independent Bankers Assn., Lincoln Hilton. Lost: Gateway Bank & Trust, State of Nebraska. Billings breakdown: Newspapers 21%, magazines 22%, radio 22%, tv 20%, outdoor 15%. Employes: 7.

Smith, Kaplan, Allen & Reynolds Advertising, Omaha, reported gross income of $840,083 in 1979 on billings of $5,600,552. In 1978, gross income was $795,779 on billings of $5,307,847. Volume included $3,082,142 in media, $1,518,070 in materials and services and $1,000,340 in capitalized fees. In 1978, volume included $2,910,162 in media, $1,453,880 in materials and services and $943,805 in capitalized fees. Accounts gained: Malbar Vision Centers, Miracle Shield, Omaha Royals, Millard Lumber, Quad City Oldsmobile Dealers, House of

Foote, Cone & Belding, New York: Puerto Rican Rums.

Mufflers, United Sports Store, Lighting World. Lost: Brandeis, Paxton Vierling Steel, CSI. Billings breakdown: Newspapers 7%, magazines 10%, radio 15%, tv 35%,

The 1979 Ad Dollar Summary

Year-End Issue Only $80.00

- The only complete listing of all brands active in six major media: consumer magazines, national newspaper supplements, network and spot television, network radio, outdoor.
- Expenditures for more than 24,000 brands—listed in alphabetical order with parent company identification and media used.

PLUS

- The top 1000 companies with Ad Dollars listed by media.
- The top 10 brands in each of 243 product categories with category total.

Know thy Competition

A complete summary of Ad Dollars from the PIB Service, BAR Broadcast Services, LNA Outdoor. The official industry figures prepared for MPA, TVB, RAB, OAAA used by every major advertiser and their advertising agencies.

1979—THE BIGGEST YEAR EVER

LNA

Leading National Advertisers, Inc.

Yes, I want to know what my competition is doing.

To: **LNA**
Subscription Dept.
P.O. Box 525
Norwalk, Conn. 06856

☐ Send me________1979 AD $ SUMMARY Year-End Report @ $80.00 each
☐ Send me________1980 AD $ SUMMARY Quarterly Service @ $135.00 per year
☐ Enclosed check, m.o. ☐ Bill me
☐ Send further information
Write/Call LNA—515 Madison Ave.—NYC 10022 (212) 888-1940

Signed
Name & Title
Company
Street & No.
City State Zip

Agencies with gross income under $1,000,000

outdoor 6%, business papers 3%, farm publications 6%, transit 1%, p.o.p. 5%, other 12%. Employes: 30.

Smith-Langerman, Philadelphia, had gross income of $467,730 in 1979 on billings of $3,106,355. In 1978 gross income was $322,240 on billings of $2,208,400. Volume in 1979 consisted of $1,272,400 in media, $342,410 in materials and services and $1,491,545 in capitalized fees. In 1978, billings included $874,200 in media, $281,340 in materials and services and $1,052,860 in capitalized fees.

Accounts gained: National Liberty Marketing, Keyes Fibre, Campbell Soup Co., Hanover Trail restaurant division, Nan Duskin, ECB Corp., Federated Department Stores direct response, Cottman Transmissions, Philadelphia Drama Guild.

Lost: Cherry Hill Inn, D. Aven Inc. Billings breakdown: Newspapers 20%, direct mail 18%, p.o.p. 9%, tv 10%, radio 7%, magazines 4%, newspaper supplements 2%, business press 2%, outdoor 1%, other 27%. Employes: 14 in two offices.

Sommer Inc., Montvale, N.J., had gross income of $650,175 in 1979 on billings of $4,334,500. Its 1979 volume included $2,100,000 in media, $900,500 in materials and services and $1,334,000 in capitalized fees.

It did not report 1978 figures. Accounts gained: Hi-G Co., Perfect Parts. Lost: Landis & Gyr. Billings breakdown: Business papers 100%. Employes: 14.

Frank P. Sotera, New York, a health care specialist, reported 1979 gross income of $753,000 on billings of $3,425,000. Its 1978 gross income was $756,000 on billings of $3,275,000. Accounts gained: Visitec Co., Muro Pharmacal Laboratories, Syntex International, Carter-Wallace International. Lost: Milton Roy professional products.

Billings breakdown: Medical journals 20%, direct mail 25%, material 25%, audio visual 15%, special projects 15%. Employes: 15.

Neal Spece Associates/Manning, Selvage & Lee, Austin, Tex., reported gross income of $730,523 on 1979 billings of $4,870,151. Its 1978 gross was $551,583 on billings of $3,677,224.

The agency's 1979 volume included $732,483 in media, $472,188 in materials and services and $3,665,480 in capitalized fees. Its 1978 volume included $1,156,578 in media, $486,986 in materials and services and $2,033,660 in capitalized fees. The agency has one U.S. subsidiary, Manning, Selvage & Lee, San Antonio. Billings breakdown: Newspapers 11%, magazines 66%, radio 4%, tv 18%, outdoor 1%. Employes: 22.

Staley, Fex, New York, posted gross income of $583,400 on billings of $3,889,100 in 1979, its first full year. Its 1979 volume consisted of $442,900 in media, $477,500 in materials and services and $2,968,700 in capitalized fees. Accounts gained: Avis Rent-A-Car System (eastern region), National Public Radio, Joseph Brooks Productions. Billings breakdown: Newspapers 12%, magazines 10%, radio 10%, tv 35%, business papers 5%, business papers 23%, direct mail 5%. Employes: 3.

Starr Advertising, Northville, Mich., reported gross income of $874,612 on 1979 billings of $4,777,331. In 1978, gross income was $813,041 on 1978 billings of $4,790,575. Its 1979 billings included $649,000 in media, $1,583,460 in materials and services and $2,544,871 in capitalized fees. Starr's 1978 billings included $563,000 in media, $1,342,000 in materials and services and $2,885,575 in capitalized fees.

Accounts gained: Dana World Trade, Questor's AP Parts Co., Laramie Trucking, Bibleland, MKO Kwikee Duplicating Centers. Lost: Kelsey Hayes, Mec Rep Co., Detroit Diesel Allison. Billings breakdown: Newspapers 6%, magazines 32%, radio 3%, tv 3%, outdoor 5%, p.o.p. 16%, direct mail 18%, other 17%. Employes: 21.

Which is the cat? Which is the copycat?
IBM

Doyle Dane Bernbach took this 'copycat' approach for IBM Office Products division.

Steen Advertising, Lynbrook, N.Y., formerly in New York City, reported gross income of $435,000 on billings of $3,003,400 in 1979. Its 1978 gross was $390,000 on billings of $2,585,000. Its 1979 billings included $2,800,000 in media, $70,000 in materials and services and $133,400 in capitalized fees. Its 1978 billings included $2,400,000 in media, $65,000 in materials and services and $120,000 in capitalized fees.

Accounts gained: Bankers Life & Casualty Co. of N.Y., Beatrice Foods' Webercraft. Billings breakdown: Newspapers 15%, magazines 40%, radio 5%, tv 5%, business papers 30%, point of sale 2%, direct mail 3%. Employes: 11.

Steiner/Bressler Advertising, Birmingham, Ala., had gross income of $597,600 in 1979 on billings of $3,984,000. It did not report 1978 figures. Accounts gained: State of Alabama tourism and economic development, Kentucky Fried Chicken regional co-op, Loveman's department stores. Billings breakdown: Newspapers 16%, magazines 7%, radio 14%, tv 51%, outdoor 8%, other 4%. Employes: 14.

Stimpson Associates, Seattle, reported net income of $89,869 and gross income of $681,371 in 1979 on billings of $4,544,744. In 1978, net income was $68,808 and gross income was $510,857 on billings of $3,407,416. Volume in 1978 included $1,514,110 in media, $318,819 in materials and services and $2,711,815 in capitalized fees. Its 1978 volume included $1,023,625 in media, $222,284 in materials and services and $2,161,507 in capitalized fees.

Accounts gained: Blue Cross of Washington and Arkansas, Justus Co., New England Fish Co., Shakey's Pizza Parlors of Western Washington and Arkansas, Swanson-Dean Corp., Weight Watchers of Washington and Arkansas. Lost: Mr. Steak of Pacific Northwest, Colorado and New Mexico. Billings breakdown: Newspapers 15%, magazines 31%, radio 15%, tv 31%, outdoor 7%, transit 1%. Employes: 21.

Sumner & Berry Advertising, Dallas, reported 1979 net income of $74,278 and gross income of $324,000 on billings of $3,967,250. In 1978 the agency had net income of $47,757 and gross income of $185,000 on billings of $2,726,980. The agency's 1979 volume included $2,200,000 in media, $600,000 in materials and services and $1,167,250 in capitalized fees. In 1978 its volume included $1,800,000 in media, $300,000 in materials and services and $626,980 in capitalized fees.

Accounts gained: National Bank of Commerce, Dallas, International House of Pancakes-North Texas Co-op, Zoecon Corp. Billings breakdown: Newspapers 10%, magazines 20%, radio 5%, tv 60%, outdoor 2%, business papers 2%, p.o.p. 1%. Employes: 8.

Sunrise Corp., Providence R.I., had gross income of $97,458 on billings of $849,221 in 1979. U.S. income was $79,190 on billings of $616,302 in 1978. The agency reported a loss of $605 in 1979 and net income of $53 in 1978. Billings breakdown: Newspapers 30%, radio 5%, tv 25%, direct mail 10%, other 30%. Employes: 5.

Charles Sweeney & Associates, Los Angeles, reported net income of $38,000 and gross income of $228,600 on billings of $1,700,645 in 1979. In 1978, net income was $47,536 and gross income was $153,343 on billings of $1,672,852. Volume in 1979 included $898,000 in media, $179,000 in materials and services and $623,645 in capitalized fees. Its 1978 volume included $729,079 in media, $98,500 in materials and services and $845,273 in capitalized fees.

Accounts gained: Donavan & Seamans, Barbizon Corp. Lost: San Fernando Furniture Galleries. Billings breakdown: Newspapers 20%, magazines 50%, radio 2%, business papers 10%, other 18%. Employes: 8.

Ira Thomas Associates, Youngstown, O., had gross income of $608,270 in 1979 on billings of $4,338,364. In 1978, gross income was $486,476 on billings of $3,521,377. Volume in 1979 included $1,056,353 in media, $368,789 in materials and services and $2,913,222 in capitalized fees. Its 1978 volume included $952,857 in media, $267,466 in materials and services and $2,301,054 in capitalized fees.

Accounts gained: Jones & Laughlin Steel, Warren Tool Corp., National Castings division of Midland Ross Co. Lost: Recreational Industries, Jeron Enterprises. Billings breakdown: Newspapers 6%, radio 8%, tv 2%, business papers 80%, Yellow Pages 4%. Employes: 30 in two offices.

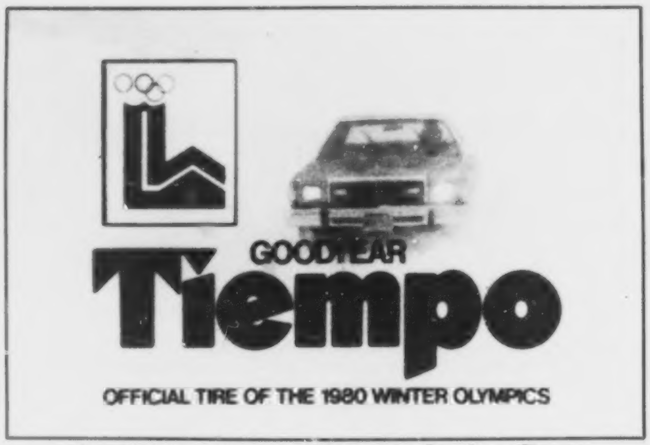
Thompson Torchia & Dymond, Charlotte, N.C., reported gross income of $450,000 on billings of $3,150,500 in 1979. In 1978 the agency had $300,000 in gross income on billings of $2,367,000. Its 1979 billings included $1,850,000 in media, $300,000 in materials and services and $1,00,500 in capitalized fees. Its 1978 billings included $1,500,000 in media, $200,000 in materials and services and $667,000 in capitalized fees.

Accounts gained: Sperry & Hutchinson furniture division (special projects). Billings breakdown: Newspapers 16%, magazines 5%, radio 20%, tv 48%, outdoor 5%, p.o.p. 1%, direct mail 5%. Employes: 8.

Thorwald & Haresnape Advertising, Eugene, Ore., had net income of $13,828 and gross income of $139,162 on billings of $1,641,880 in 1979. In 1978, the agency had a gross income of $105,590 on billings of $1,220,104. Its 1979 volume included $570,935 in media, $142,735 in materials and services and $928,211 in capitalized fees. Its 1978 volume included $412,654 in media, $103,164 in materials and services and $704,286 in capitalized fees.

Billings breakdown: Newspapers 10%, magazines 5%, radio 40%, tv 40%, outdoor 5%. Employes: 7.

Three Arts, Cedar Rapids, Ia., reported gross income of $801,352 on 1979 capitalized billings of $6,222,090. Its 1978 gross was $762,356 on capitalized billings of $5,183,497. Billings breakdown: Newspapers 2%, magazines 6%, radio 11%, tv 51%, outdoor 3%, farm publications 27%. Employes: 26 in two offices.


GOODYEAR
Tiempo
OFFICIAL TIRE OF THE 1980 WINTER OLYMPICS

Campbell-Ewald, prepared this ad for GoodYear Tiempo.

Jerre R. Todd & Associates, Fort Worth, Tex., had a gross income of $654,327 in 1979 and net income of $90,000 on billings of $4,363,848. Its 1978 net was $83,987 and gross income was $722,875 on billings of $3,940,522.

Its 1979 volume included $568,376 in media, $469,337 in materials and services and $3,326,135 in capitalized fees. The agency's 1978 volume included $575,725 in media, $196,908 in materials and services and $3,167,889 in capitalized fees.

Accounts gained: Trinity Terrace Retirement Apts., Colonial National Invitational Golf Tournament, Cap Cities Inc. Mutual Broadcast System-Southwest Conference. Billings breakdown: Newspapers 35%, magazines 10%, radio 20%, tv 10%, outdoor 15%, business papers 10%. Employes: 24.

Tompkins Heetland Associates, Amarillo, Tex., reported gross income of $170,398 in 1979 on billings of $1,133,219. Its 1978 gross income was $147,588 on billings of $874,093. Volume in 1979 included $652,615 in media, $70,339 in materials and services and $410,265 in capitalized fees. Its 1978 volume included $562,847 in media, $107,411 in materials and services and $203,835 in capitalized fees.

Accounts gained: Amarillo Flying Service, Amarillo Speedway, Panhandle Storm Door & Window, Morris Higgins Insurance, OK Supply.

Accounts lost: Furniture Distributors, Presto Oil Change, High Plains RV Assn. Billings breakdown: Newspapers 7.7%, magazines 0.3%, radio 36.07%, tv 47.03% outdoor 2%, farm publications 6.9%. Employes: 6.

Late profile

This profile arrived too late to be included in our tables.

Emerson/Nichols/Bailey, Topeka, Kan., reported 1979 net income of $47,700 and gross income of $488,827 on billings of $3,224,127. In 1978 the agency had net income of $62,944 and gross income of $461,081 on billings of $3,077,139. Its 1979 volume included $2,275,793 in media, $489,691 in materials and services and $458,643 in capitalized fees. Its 1978 volume included $2,047,138 in media, $512,702 in materials and services and $517,299 in capitalized fees.

Accounts gained: Peoples Savings & Loan, Mid-Nebraska Quality Foods, Lewis Toyota, South Dakota Quality Foods, Horizons Honda & Harley Davidson and ShowBiz Pizza Palace. Lost: State Federal Savings & Loan. Billings breakdown: Newspapers 41.4%, magazines 5.4%, radio 17.9%, tv 27.7%, outdoor 0.9%, other 6.7%. Employes: 20.

Index for agency gross income/billings issue

A

AC&R Advertising 43
A&M Associates 50
Abell-Rifkin Advertising 77
Abelson-Frankel 43
Abert, Newhoff & Burr 50
Ackerman Advertising 77
Ackerman & McQueen 50
Adair Associates/Advertising 77
Adams, Rickard & Mason 78
Adelante Advertising 78
Adler, Schwartz 78
Admark Advertising 78
Advertising to Women 43
The Advertising Workshop 78
Aitkin-Kynett Co. 54
Allen Advertising 78
Allen & Dorward 54
Ally & Gargano 43
Allyn Associates 78
Aloysius, Butler & Clark 78
Altman, Stoller, Weiss 54
Altschiller, Reitzfeld & Jackson 54
American Media Advertising 54
Ammirati & Puris 54
Amsterdam Advertising 78
Amundsen/Clark 78
Norman R. Anderson & Associates 78
Anesh, Viseltear, Gumbinner 78
The Answer Group 78
Ward Archer & Associates 78
Donald L. Arends Inc. 78
Arnold & Co. 54
Arnold, Hoff & Associates 78
The Maxwell Arnold Agency 78
Associated Ad*Ventures 78
Associated Advertising Agency 54
Avrett, Free & Fischer 43
N W Ayer ABH International 3

B

BBDM Inc. 54
BBDO 3
B-W Advertising 78
Bader Rutter & Associates 54
Baker, Abbs, Cunningham
& Klepinger 54
Bailey Lewis & Associates 78
Bailey, Omer, Makstaller 78
Perry Ballard Advertising 78
Barbetta Miller Advertising 80
Barkley & Evergreen 54
Barney & Patrick Advertising 80
Barnum Communications 54
Barrett-Yehle Inc. 80
Barritt, Larsen, Peck
& Farnell Advertising 80
Barron, Hillman & Mellnick 80
Ted Bates & Co. 3
Batz-Hodgson-Neuwoehner 54
Bayless-Kerr & Palm 80
Beaumont, Heller & Sperling 54
Robert A. Becker Inc. 54
Beckman Associates 80
Benefield, Levinger & Campbell 80
Louis Benito Advertising 80
Bentley, Barnes & Lynn 54
Benton & Bowles 3
Berenson & Isham 80
Bergelt Advertising 80
Berger, Stone & Ratner 54
Bergthold, Fillhardt & Wright 80
Bernard & Co. 80
Douglas Bewick Advertising 80
Black & Musen 80
Blanchard & Associates 80
Bloom Advertising 43
Blumenthal/Herman Advertising 80
The Boelter Co. 80
Bonsib Inc. 80
Bowes/Hanlon Advertising 80
Boylhart, Lovett & Dean 54
Bozell & Jacobs International 4
Brady Co. 80
Brady Advertising 80
Brand Advertising 54
Brand Edmonds Bolio 54
Brashe Advertising 82
Bridgman Associates 82
Briskin Associates 82
Brooks Pollard Co. 82
Brown Advertising 82
E. H. Brown Advertising 54
John Brown & Partners 82
Broyles, Allebaugh & Davis 56
Bruce, Henry &
Davis Advertising 82
Burdette Advertising 82
Leo Burnett Co. 6
Burrell Advertising 56
Burton Advertising 56
Burton-Campbell 56
Robert K. Butcher & Associates 82
Butler-Turner Advertising 82
Buzzard Inc. 82
Byer & Bowman Advertising 56

C

Harold Cabot & Co. 56
Cadwell Davis Savage 56
Cammi Advertising 82
Campbell-Ewald 6
Campbell-Mithun 16
Jack Cantwell Inc. 56
Cappiello & Co. 82
Caraway Kemp Communications 82
Cardin Advertising 82
Cargill, Wilson & Acree 56
Carlson & Co. 82
Carmichael-Lynch Advertising 56
Carmichael, McKneely,
Dusenbury & Alban 82
Carr Liggett Advertising 56
Carrafiello, Diehl & Associates 56
Case & McGrath 43
Cavalieri Kleier Pearlman 56
Chalek & Dreyer 56
Cochrane Chase, Livingston & Co. 56
Chiat/Day Advertising 56
Ted Chin & Co. 56
Cinamon Associates 82
George P. Clarke Advertising 82
Sidney Clayton Associates 82
Cleveland & Associates 84
C. T. Clyne Co. 43
The Coakley Heagerty Cos. 84
Robert L. Cohn Inc. 56
Cole Henderson Drake 84
Cole & Weber 43
Colle & McVoy Advertising 56
The Communicators Group 84
Communigraphics Inc. 84
Communique Inc. 84
Compton Advertising 16
Conahay & Lyon 56
Connoisseurs Unltd. 84
Connor-Sager Associates 84
Ralph Kent Cooke 56
Craig, Lamm, Hensley
& Alderman Advertising 56
Cramer-Krasselt Co. 56
Creamer Inc. 20
Creative Advertising 84
Charles Crone Associates 84
Culpepper & Associates 84
Culver International 84
Cunningham & Walsh 20

D

DK&A Inc. 84
DKG Advertising 43
The DR Group 56
Daigle, Merriman & Associates 84
Dailey & Associates 43
Damart Advertising Associates 84
Dana Howard Jones Advertising 90
Dancer Fitzgerald Sample 20
Daniel & Charles Associates 43
D'Arcy-MacManus & Masius 20
Darien, Russell & Hill 84
Leonard Davis Advertising 84
Dawson, Johns & Black 58
De Garmo Inc. 20
DeKrig Advertising 84
Ed Delgado Advertising
& Public Relations 84
Della Femina, Travisano
& Partners 20
Denton & French 84
Deppe & Associates 84
Desmond & Associates 58
Detrew & Underwood 84
Dickison & Rakaseder 84
Diener/Hauser/Bates 44
Dix & Eaton 58
Doe-Anderson Advertising 58
W. B. Doner 44
Doremus & Co. 44
Dorritie & Lyons 84
Dallas C. Dort & Co. 84
Doty Phillips & Laing 84
Doyle Dane Bernbach 24
J. R. Druid Associates 85
Dugan/Farley Communications
Associates 58
Dulaney Advertising 85
Dwelley, Bolger & Citrin 85

E

Eagen Curtis & Hickman 85
Dan Ebberts & Co. 85
Ehrlich-Manes & Associates 58
A. Eicoff & Co. 44
Eisaman, Johns & Laws 44
Henry Eisen Advertising 85
Eisner & Associates 85
William Eisner & Associates 58
Elbert Advertising 86
Elkman Advertising 58
Michael R. Ellison Advertising 58
Emerson/Nichols/Bailey 98
Emery Advertising 86
John Emmerling Inc. 86
Engel Advertising 85
Ensslin & Hall 86
Epstein, Raboy Advertising 58
Estey-Hoover 86
William Esty Co. 24
David W. Evans Inc. 46
Everett, Brandt & Bernauer 86

F

Fairfax Inc. 58
Fahlgren & Ferriss 46
Faller Klenk & Quinlan 86
G. M. Feldman & Co. 58
Feldman McPherson Topin 86
H. T. Fenton Associates 86
Ferber & Strauss 86
Thomas G. Ferguson Associates 86
Fessel, Siegfriedt &
Moeller Advertising 86
Martin Fiderer Associates 86
The Fidler Group 86
Finnegan & Agee 86
Firestone & Associates 58
Fletcher/Mayo/Associates 58
Fletcher-Walker-Gessell 86
Harold E. Flint & Associates 86
The Food Group 58
Foote, Cone & Belding 24
Hank Forssberg Advertising 86
Peter Forstenzer 86
Francom Advertising 86
Clinton E. Frank 58
Marvin H. Frank & Co. 58
F. William Free & Co. 46
Freeman-Huenink-Zilbert 58
Fricke 3 86
Fry Associates 58
Fry/Hammond/Barr 86
Fulcher/Brownfield 87
Clif Furgurson Advertising 87
Furman, Roth 58

G

GGK America 87
GKD Advertising 87
Gabel Advertising 87
Gallagher Group 87
Gann-Dawson 87
Gardner Advertising 87
Gardner Communications 87
Gardner, Stein & Frank 60
Garfield-Linn & Co. 60
Gaynor & Ducas 87
Geer, DuBois 60
Charles A. Geiger Associates 87
Gerber Advertising 80
Gianettino & Meredith 60
Gilbert, Whitney & Johns 60
Gillen/Kloss & Associates 88
Gillespie Advertising 88
Gilmore Advertising 88
Pete Glasheen Advertising 88
Goff Communications 88
Goldstein Associates 88
Goodwin, Dannenbaum,
Littman & Wingfield 60
Goodman & Associates 88
Gorchov Advertising 88
Gordon Advertising 88
Gordon & Shortt 60
Chester Gore Co. 60
The Gottlieb Group 88
John E. Goulet Advertising 88
Graber & Cohen 88
Grant/Jacoby 60
Graphicus 14 88
Gray & Rogers 60
Paula Green Inc. 88
Greene & Claire 88
Greenstone & Rabasca 60
Gregory Enterprises 88
Grey Advertising 28
Griffin Bacal 60
Griswold-Eshleman Co. 46
Grizzard Advertising 88
Groseclose & Poindexter Advertising 88
Herb Gross & Co. 88
Gross, Townsend, Frank Inc. 88
Group 3hree Advertising 60

H

HMK Advertising 88
Hackenberg, Normann, Krivkovich
& Partners 60
Haddad, Lawrence Advertising 88
Haddon Advertising 60
Hall Decker McKibbin & Singer 60
Hammond Farrell 60
Ross Hancock Advertising 60
Handley & Miller 60
Don Hansen Advertising 89
Harant Soghigian Advertising 89
Harrison Higgins 89
Hart/Conway Co. 89
Hart Services 89
James Neal Harvey Inc. 60
Hazard Advertising 89
Healthmark Communications 60
Hellgott, Towne & Silverstein 60
Henderson Advertising 46
Hicks & Grayson 89
Hicks & Greist 46
Higdon Group 89
High Plains Advertising 89
Hill, Holliday, Connors,
Cosmopulos 46
Jack Hodges III Communications 89
Hoefer, Dieterich + Brown 60
Hoffman-York 46
J. P. Hogan & Co. 62
Hood, Hope & Associates 62
Hood, Light & Geise 90
Horlick, Levin, Hodges 90
Horton, Church & Goff 62
Hottman Edwards Advertising 90
Hughes, Martindale & Associates 90
David Hughley Advertising 90
Humphrey Browning MacDougall 46
Huwen & Davies 90

I

IDEA Advertising 90
Image Advertising 90
Image Dynamics 90
The Impact Group 90
Impressive Advertising 90
Ingalls Associates 62
Inglehart & Partners 90
Intercon International 90
Isidore Lefkowitz Elgort 62
John Paul Itta Inc. 62

J

JRL Advertising + Sales Promotion 90
Jackson, Kotowski & Associates 90
Kenneth Jaffe Inc. 90
Lloyd G. Jakeway Advertising 90
Jameson Advertising 62
Jarman, Spitzer & Felix 62
The Jayme Organization 62
T. S. Jenkins & Associates 90
William Jenkins Advertising 90
Jepson-Murray Advertising 90
Johannesson, Reeser & Associates 90
George Johnson Advertising 90
Johnson-Raffin Inc. 90
Jim Johnston Advertising 62
Jones, Anastasi & Mitchell 90
James O. Jones Advertising 90
Jonethis/Larson Advertising 90
James Jordan Inc. 62
Jordan/Tamraz/-
Caruso Advertising 62
Juhl Advertising 62

K

KM&G International 28
KSW&G Advertising 62
Kalish & Rice 62
Kallir, Philips, Ross 62
Kamstra Communications 90
Karsh & Hagan 91
J. G. Kasten & Co. 91
Henry J. Kaufman & Associates 62
Lee Keeler Inc. 91
Kelleher, Bamberger, Terry 91
Keller-Crescent 32
Keller Haver Inc. 91
Kelly Adams Advertising 77
Kelly Advertising 62
Kelly, Nason Advertising 91
Kelly, Tims & Andrus 91
Kelso Associates Ltd. 91
Kenrick Advertising 91
Kenyon & Eckhardt 32
Kerker & Associates 62
Keroff & Rosenberg 91
Keye Advertising 91
Keyes, Martin & Co. 62
Lee King & Partners 46
Kinzie & Green 91
Klein-Sieb Advertising
& Public Relations 91
Klemtner Advertising 62
Knight Advertising Communications 91
Kobs & Brady Advertising 62
Kolker, Talley, Hermann 91
Kurtz & Tarlow Co. 64

L

LaBelle & Shallbetter Advertising 91
Martin Landey, Arlow Advertising 64
Lane & Leslie Advertising 91
Lang, Fisher & Stashower 64
Langeler Mason 91
Larson/Gateman 64
Lauer Advertising 91
Launey, Hachmann & Harris 92
Laven, Fuller
& Perkins Adv/Mkt 92
Lawler Ballard Advertising 64
Lawrence Butner Advertising 82
Geoffrey W. Layton Inc. 92
Leber Katz Partners 46
Lee/Baader & Rose 92
Al Paul Lefton 46
Lenac, Warford, Stone 92
S. R. Leon Co. 64
Lerner, King & Associates 64
Lesko Inc. 92
Lesly Advertising Associates 92
Levine, Huntley, Schmidt,
Plapler & Beaver 64
Levy Advertising 92
Jack Levy & Associates 64
Lewis & Associates 92
Lewis & Gilman 48
J. H. Lewis Advertising 92
Lieberman-Harrison 64
Liller Neal Weltin 64
Lipman Services Corp. 92
Jack List & Associates 92
Loewy Stempel & Zabin 64
Lois Pitts Gershon 64
T. E. Loken Advertising 92
Long, Haymes & Carr 64
Lord, Geller, Federico, Einstein 64
Lord, Sullivan & Yoder 68
Lowengard & Brotherhood 92
Walter P. Luedke & Associates 92
Sam Lusky Associates 92

M

MAP Advertising Agency 92
MBC Inc. 92
MCA Advertising 48
M.E.R. & Associates 92
Mace Advertising 68
Mad. Ave. East 92
John Malmo Advertising 68
Manning & Associates 92
Manoff Geers Gross 48
Marbro Advertising 92
Marc Associates 92
March Advertising 68
Marcom Inc. 92
Marcus Advertising 68
Margeotes/Fertitta 92
Marketing Directions 92
Marketing Group 92
Marketing Support 68
Markmakers 93
Marko Dreyer & Smith 93
Marquardt & Roche 68
Marschalk Co. 32
Marsteller Inc. 34
The Martin Agency 68
Martin, Sturtevant, Silverman
& Marshall 93
Marvin & Leonard 68
Mass Motivators 93
Mathieu, Gerfen & Bresner 68
Mathis, Burden & Charles 93
Jack Mathis Advertising 93
Maxon Davis 68
May/Partners 93
William Douglas McAdams 48
McCaffrey & McCall 34
McCann-Erickson 34
McCartney-Gray of Dallas 93
McDonald & Little 48
McDougall Associates 93
McFarland, Street & Albright 93
McKinney Inc. 68
McKinney Silver & Rockett 68
McKone & Co. 68
John McNamara Advertising 93
Mealer & Emerson 93
Medicus Communications 68
Meldrum & Campbell 93
Meldrum & Fewsmith 48
The Merchandising Factory 93
Merling, Marx & Seidman 68
R. L. Meyer Advertising 93
Arthur Meyerhoff Associates 48
The Michener Co. 93
Miller Addison Steele 93
Miller Advertising 68
Mills Advertising 93
Mills Communications 93
Mills, Fife & McDonald 68
Mintz & Hoke 68
Mintzer, Trostler & Rothschild 93
Harold M. Mitchell Inc. 93
Howard E. Mitchell Jr.
Advertising 94
Mohawk Advertising 94
Molnar & Associates 68
Howard H. Monk & Associates 68
Montgomery & Associates 70
John L. Moorhead
Advertising/PR 94
Morvay Advertising 94
Moss Advertising 94
Phil Motta & Associates 94
Muller Jordan Weiss 70
MultiService Corp. 94
F. J. Murray Co. 94

N

Henry Nachman Associates 94
Nader, Charlton-Perrin 94
Nadler & Larimer 48
Nationwide Advertising Service 38
Needham & Grohmann 70
Needham, Harper & Steers 38
Newmark, Posner & Mitchell 70
Nissen Advertising 94
Norman, Craig & Kummel 48
North Castle Partners 72
Northrup & Teel 94

O

Ogilvy & Mather International 38
Outdoor Products Marketing 94
Edward Owen Co. 94
Owens & Associates 70

P

P.F.P. Advertising 94
Pace Advertising 94
Paragon Cos. 70
Parsons, Friedmann & Central 94
Gerald Pattis Advertising 94
Patt Patterson & Associates 94
Maurice Paulsen Advertising 94
Peitscher, Janda/Associates 94
Perspectus Agency 94
Pesin, Sydney &
Bernard Advertising 94
Pierce Brown Associates 94
Pihas, Schmidt, Westerdahl Co. 70
Pinne, Garvin & Hock 70
Poller & Jordan 94
Bernard Popick Associates 95
Poppe Tyson 70
J. W. Prendergast & Associates 95
Price/McNabb Advertising 95
Provandie & Chirurg 70
Public Media Center 70

Agency index (continued)

Q

Quillen Elsea & Trabue . . . 95

R

R.S.M.&K. . . . 95
Jules Rabin Associates . . . 95
Redmond Amundson & Rice . . . 95
Reeds & Farris . . . 95
E. M. Reilly & Associates . . . 95
T. L. Reimel Advertising . . . 70
Reynolds-Sullivan Advertising . . . 95
Riallus Advertising . . . 95
Richards & Edwards . . . 70
Richardson, Myers & Donofrio . . . 70
Richardson, Thomas & Bushman . . . 96
Mel Richman Inc. . . . 70
Riegert & Sweas Advertising . . . 96
Robinsons Inc. . . . 70
E. H. Rogers & Co. . . . 96
Peter Rogers Associates . . . 70
Roggers, French & Co. . . . 96
Rolf Werner Rosenthal . . . 70
Rosenfeld, Sirowitz & Lawson . . . 48
Albert Jay Rosenthal & Co. . . . 70
Ross Advertising . . . 72
Ross Roy Inc. . . . 38
Ross Roy/Compton . . . 72
Rozier, Sumner & Berry . . . 96
Chuck Ruhr Advertising . . . 72
Rumrill-Hoyt . . . 48

S

SCG Advertising . . . 72
SSC&B Inc. . . . 40
STG Marketing Communications . . . 72
SZF Inc. . . . 96
S. M. Sachs & Associates . . . 96
The Sackett Group . . . 72
Sacks & Rosen . . . 72
Murray Salit & Associates . . . 96
Douglas Samuel Advertising . . . 96
Savitt, Tobias, Balk . . . 72
Sawdon & Bess . . . 72
Sawyer Advertising . . . 96
Saxe Mitchell . . . 96
Scali, McCabe, Sloves . . . 50
Scharfberg & Associates . . . 96
Schein/Blattstein Advertising . . . 96
Jerome H. Schmelzer & Associates . . . 96
Ken Schmidt Co. . . . 96
Schoenfeld/Prusmack . . . 96
Len Scholl & Co. . . . 97
Scott Associates . . . 97
J. I. Scott Co. . . . 97
Serino, Coyne & Nappi . . . 72
Shaffer/MacGill & Associates . . . 97
Shailer Davidoff Rogers . . . 97
Shaller Rubin Associates . . . 72
Shaw Elliott . . . 97
Sheehy-Dudgeon . . . 72
Sheldon Fredericks Advertising . . . 86
Sieber & McIntyre . . . 50
Silverman & Mower Advertising . . . 72
Simons Michelson Zieve . . . 72
Simpson Marketing
  Communications Agency . . . 72
Smith/Greenland . . . 72
J. Greg Smith Associates . . . 97
Smith, Kaplan, Allen &
  Reynolds Advertising . . . 97
Smith-Langerman . . . 98
Sohigian & Partners . . . 72
Sommer Inc. . . . 98
Frank P. Sotera . . . 98
Neal Spelce Associates/Manning,
  Selvage & Lee . . . 98
Spiro & Associates . . . 72
Squire, Vargas Tolpin . . . 72
Staley, Fox . . . 98
Starr Advertising . . . 98
Steen Advertising . . . 98
Steiner/Bressler Advertising . . . 98
Stephan & Brady . . . 74
Stern Walters/Earle Ludgin . . . 74
Stimpson Associates . . . 98
Stolz Advertising . . . 74
Stone & Simons Advertising . . . 74
Sudler & Hennessey . . . 50
Sumner & Berry Advertising . . . 98
Sunrise Corp. . . . 98
Swanson, Rollheiser, Holland . . . 74
Charles Sweeney & Associates . . . 98
Howard Swink Advertising Agency . . . 74
Symon, Thomas & Hilliard . . . 74

T

TBWA . . . 74
Tatham-Laird & Kudner . . . 50
Don Tennant Co. . . . 74
Ira Thomas Associates . . . 98
Ted Thomas Associates . . . 74
J. Walter Thompson Co. . . . 40
Thompson Torchia & Dymond . . . 98
Thorwald & Haresnape Advertising . . . 98
Three Arts . . . 98
Jerre R. Todd & Associates . . . 98
Tompkins Heetland Associates . . . 98
Robert Towers Advertising . . . 101
Tracy-Locke . . . 40
Tri-State Advertising . . . 101
W. Trock & Associates . . . 101
Tromson Monroe Advertising . . . 74
Trout & Ries Advertising . . . 74
Tucker Wayne & Co. . . . 74
Douglas Turner Inc. . . . 74
Tyson & Partners . . . 101

U

Uniworld Group . . . 74

V

Valentine-Radford . . . 74
Van Brunt & Co. . . . 74
Vanguard Advertising Agency . . . 101
Van Leeuwen & Partners . . . 74
VanSant, Dugdale & Co. . . . 74
Vantage Advertising &
  Marketing Associates . . . 101
Charles E. Vautrain Associates . . . 101
Venet Advertising . . . 76
Vicom Associates . . . 76
Vinyard & Lee & Williams . . . 101
John Volk Co. . . . 101

W

Victor Wademan & Co. . . . 101
Waldbillig & Besteman . . . 101
Walsh, Rinehart & Puccio . . . 101
Waring & LaRosa . . . 50
Warner, Bicking & Fenwick . . . 76
Warr, Foote & Rose . . . 102
Warren, Muller, Dolobowsky . . . 76
Warwick, Welsh & Miller . . . 50
Weber Cohn & Riley . . . 76
Weekley & Penny . . . 76
Wells, Rich, Greene . . . 40
Weightman Inc. . . . 76
Wendt Advertising . . . 102
Wesson & Warhaftig . . . 76
Widerschein/Strandberg
  & Associates . . . 76
Stuart Williams Associates . . . 102
Edwin Bird Wilson Inc. . . . 76
Wilson, Frank & Associates . . . 102
Wimmershoff & Associates . . . 102
Winius-Brandon . . . 77
Winterkorn, Hammond & Lillis . . . 102
Witherspoon & Associates . . . 102
Jack Wodell Associates . . . 77
Womack/Claypoole/Griffin
  Advertising . . . 102
Woodard Askey Eggers
  & Schaffer . . . 102
Wray/Ward Advertising . . . 102
Wunderman, Ricotta & Kline . . . 50
Wyble Advertising . . . 102
Wyse Advertising . . . 50

Y

Ed Yardang & Associates . . . 77
Yellow Pages Marketing Services . . . 102
Young & Rubicam . . . 40

Z

Z/E/A Marketing
  Communications . . . 102
Zimmer-McClaskey-Lewis . . . 77
Zubi Advertising Services . . . 102
Zung International . . . 102
Zylke & Affiliates . . . 102

Agencies with gross income under $1,000,000

outdoor 2%, farm publications 6.9%. Employes: 6.

Robert Towers Advertising, New York, reported gross income of $490,000 in 1979 on billings of $2,902,000. In 1978, gross income was $570,000 on billings of $3,084,000. Volume in 1979 included $1,742,000 in media, $293,000 in materials and services and $867,000 in capitalized fees. Its 1978 volume included $1,765,000 in media, $219,000 in materials and services and $1,100,000 in capitalized fees. Employes: 7.

Tri-State Advertising, Warsaw, Ind., had gross income of $395,840 in 1979 on billings of $2,795,913. In 1978, gross income was $463,257 on billings of $2,586,758. Volume in 1979 included $1,464,429 in media, $560,747 in materials and services and $770,737 in capitalized fees. Its 1978 volume included $1,259,720 in media, $522,178 in materials and services and $804,860 in capitalized fees. Account gained: Maclean-Hunter Publishing Corp. Lost: Lab-Line Instruments Inc. Billings breakdown: Newspapers 0.3%, magazines 4.7%, radio 0.2%, business papers 81%, farm publications 4.9%, direct response cards 8.9%. Employes: 14.

W. Trock & Associates, Chicago, reported gross income of $98,500 on 1979 billings of $656,995. Its 1978 gross was $109,000 on billings of $727,030.

Accounts gained: Ad Airlines, American Acoustic Labs, Arnie Bauer Cadillac, Bay City Chevrolet, Johnson Printers, Modern Reflexology, Peter Shaver Lincoln-Mercury. Accounts lost: Fifty-Fifth Corp., Royal Carriage. Billings breakdown: Newspapers 35%, magazines 10%, radio 5%, outdoor 20%, direct mail 20%, other (collateral) 10%. Employes: 4.

Tyson & Partners, Philadelphia, had gross income of $760,000 in 1979 on billings of $5,067,000. In 1978 the agency had gross income of $645,000 on billings of $4,300,000. Accounts gained: Melitta Inc., RGM Services, Pizza Hut (Smokey Mountain district). Billings breakdown: Newspapers 35%, magazines 6%, radio 27%, tv 21%, outdoor 1%, business papers 3%, p.o.p. 1%, direct mail 1%, collateral 5%. Employes: 30.

Vanguard Advertising Agency, Minneapolis, had net income of $24,073 and gross income of $452,711 in 1979 on billings of $1,548,349. In 1978, net income was a loss of $36,446 and gross income was $632,113 on billings of $1,967,672. Volume in 1979 included $452,711 in media, $428,638 in materials and services and $667,000 in capitalized fees. Its 1978 volume included $632,113 in media, $668,559 in materials and services and $667,000 in capitalized fees.

Accounts gained: U.S. Department of Energy, U.S. Army, Control Data. Lost: Armour & Co. Billings breakdown: Newspapers 20%, magazines 50%, business papers 30%. Employes: 12 in two offices.

Vantage Advertising & Marketing Associates, San Leandro, Cal., and Seattle, reported gross income of $867,900 on 1979 billings of $5,686,000. Its 1978 gross was $788,000 on billings of $5,033,000. The agency's 1979 volume included $5,100,000 in media and $586,000 in materials and services. Its 1978 volume included $4,682,000 in media and $351,000 in materials and services. Accounts gained: Valley Fresh Foods. Billings breakdown: Newspapers 15%, magazines 20%, radio 5%, tv 50%, collateral 5%, trade publications 5%. Employes: 13 in two offices.

Charles E. Vautrain Associates, West Springfield, Mass., reported gross income of $67,426 and net income of $1,523 on 1979 billings of $792,663. In 1978, it had gross income of $188,864 and net income of $9,205 on billings of $1,289,382. Billings in 1979 included $136,389 in media, $23,345 for materials and services and $632,929 in capitalized fees. In 1978, billings included $306,872 in media, $44,822 for materials and services and $937,688 in capitalized fees.

Accounts gained: Life Dynamics, Photon Chroma, Gilcil Filtration Systems. Billings breakdown: Newspapers 15%, magazines 8%, radio 20%, business papers 57%. Employes: 5.

Vinyard & Lee & Williams, St. Louis, reported gross income of $765,020 in 1979 on billings of $5,445,516. In 1978, gross income was $408,079 on billings of $3,392,222. Volume in 1979 included $3,026,148 in media, $577,874 for materials and services and $1,841,494 in capitalized fees. Its 1978 volume included $1,445,194 in media, $333,128 for materials and services and $1,613,900 in capitalized fees.

Accounts gained: Angelica Corp., Cheerful House, ITT Commercial Finance & Diversified Credit, Schultz, Western Lithographers. Billings breakdown: Newspapers 35%, radio 10%, tv 23%, business papers 32%. Employes: 21.

John Volk Co., Chicago, had gross income of $248,522 on billings of $1,708,841 in 1979. In 1978 gross income was $283,234 on $2,077,433 in billings. Volume in 1979 included $338,690 in media and $1,370,151 in both materials and services and capitalized fees. Billings in 1978 included $416,492 in media, $129,562 in materials and services and $1,531,379 in capitalized fees.

Accounts gained: Merck & Co.'s Animal Health division and Estech General Chemicals Corp. Lost: MidAmerica Commodity Exchange and Steiger Tractor Co. Billings breakdown: Newspapers 5%, radio 10%, tv 20%, business press 10%, farm publications 40%, p.o.p. 5%, direct mail 10%. Employes: 6.

Victor Wademan & Co., New York, reported gross income of $301,286 on billings of $2,046,815 in 1979. In 1978 the agency reported gross income of $281,334 on billings of $1,845,840. The agency's volume in 1979 included $1,465,475 in media, $114,620 in materials and services and $466,720 in capitalized fees.

In 1978 the agency's volume included $1,274,000 in media, $109,200 in materials and services and $462,640 in capitalized fees.

Account gained: Howmet Aluminum Corp. Billings breakdown: Magazines 30%, radio 30%, business papers 30%, direct mail 10%. Employes: 7.

Waldbillig & Besteman, Madison, Wis., had gross income of $809,470 in 1979 on billings of $5,398,455. In 1978, gross income was $581,698 on volume of $4,486,009. Volume in 1979 included $638,766 in media, $818,386 in materials and services and $3,941,303 in capitalized fees. Its 1978 volume included $497,840 in media, $635,827 in materials and services and $3,352,342 in capitalized fees.

Accounts gained: Cardon Enterprises, CUNA Mortgage Corp., DLAD/HILP division of Wisconsin Department of Local Affairs, Forest Products Research Society, Lincoln National Life Insurance, Madison General Hospital (projects), Gerald Maruska Design Engineering, Management Manpower, Parker-Dean Co., Strang Partners, Wisconsin Citizens Concerned for Life, Wisconsin Federation of Cooperatives and Trachte Metal Buildings Co.

Billings breakdown: Newspapers 18%, magazines 4%, radio 14%, tv 14%, outdoor 3%, business papers 11%, farm publications 5%, p.o.p. 2%, direct mail 8%, collateral 21%. Employes: 23 in two offices.

Walsh, Rinehurt & Puccio, New York (formerly George J. Walsh & Co.), had an estimated gross income of $378,466 on 1979 billings of $2,332,400. Its 1978 gross was estimated at $325,000 on billings of $2,166,700. The agency's 1979 volume included $2,000,000 in media, $200,000 in materials and services and $132,400 in capitalized fees. Its 1978 volume included $2,000,000 in media, $100,000 in materials and services and $66,700 in capitalized fees.

Accounts gained: Beverly Hotel, Park Tower Development Co. Billings breakdown: Newspapers 35%, magazines 40%, radio 4%, tv 1%,

A SONY FOR PEOPLE WHO WANT TO FILL THEIR ROOMS WITH SOUND, NOT EQUIPMENT
SONY

This magazine spread for Sony Corp. of America is from McCann-Erickson.

Agencies with gross income of $1-$5,000,000

business papers 20%. Employes: 14.

Warr, Foote & Rose, Los Altos, Cal., reported gross income of $483,684 and net income of $89,797 on 1979 billings of $3,067,227. In 1978, it had gross income of $343,336 and net income of $51,500 on billings of $2,214,136. Billings in 1979 included $424,582 in media, $311,914 for materials and services and $2,330,731 in capitalized fees. In 1978, billings included $331,010 in media, $206,341 for materials and services and $1,676,785 in capitalized fees.

Accounts gained: Agile Corp., Alpine International Corp., Bohemia Inc., Chinook Fireplaces, International Reforestation Suppliers, KRS Magnetics, Lane County Dental Society, Newood Products of Oregon, Omni Skates, *San Francisco Business Journal*, SPEC Pipe. Lost: Mountain Shadow Homes, Nacho's Restaurants. Billings breakdown: Newspapers 8%, magazines 19%, radio 4%, tv 5%, business press 49%, p.o.p. 1%, direct mail 14%. Employes: 11 in two offices.

Wendt Advertising, Great Falls, Mont., reported gross income of $566,698 on billings of $3,827,543. Gross income for 1978 was $521,307 on billings of $3,378,830. Its 1979 billings included $1,397,918 in media, $665,697 in materials and services and $1,763,928 in capitalized fees. Its 1978 billings included $1,779,704 in media and $1,599,126 in capitalized fees.

Accounts gained: Empire Federal Savings & Loan Assn., Wendy's of Montana, Montana state department of public instruction, Montana Agricultural Business Assn. Lost: Montana Bank. Billings breakdown: Newspapers 35%, radio 10%, tv 40%, outdoor 2%, business papers 1%, farm publications 12%. Employes: 12.

Stuart Williams Associates, Stamford, Conn., reported net income of $49,800 and gross income of $786,000 on billings of $11,445,000 in 1979. Its 1978 net was $49,000 and gross was $704,000 on billings of $11,250,000. Its 1979 billings included $4,750,000 in media, $2,125,000 in materials and services and $4,570,000 in capitalized fees. Its 1978 billings included $6,090,000 in media, $1,520,000 in materials and services and $3,640,000 in capitalized fees.

Accounts gained: Precision Technology's Acculab, Becton-Dickinson's Hynson, Wescott & Dunning, Laboratory Diagnostic Co., Centaur Sciences. Lost: A.H. Robins Co. Billings breakdown: Medical journals 35%, tv 2%, business papers 6%, p.o.p. 2%, direct mail 30%, special projects (A/V, sales training, medical training) 25%. Employes: 22 in two offices.

Wilson, Frank & Associates, San Diego, had gross income of $260,010 in 1979 on billings of $1,172,473. In 1978, the agency had gross income of $217,308 on billings of $899,882. Volume in 1979 included $879,352 in media and $293,121 in materials and services. Its 1978 volume included $637,946 in media and $261,936 in materials and services. Accounts gained: Bates Nut Farm, Childers Co., Grossmont Adult School. Billings breakdown: Newspapers 70%, radio 13%, tv 12%, outdoor 5%. Employes: 11.

Wimmershoff & Associates, Westwood, N.J., had gross income of $247,302 on billings of $1,649,239 in 1979. U.S. income was $194,381 on billings of $1,296,317 in 1978. Billings last year included $261,419 in media, $268,000 in materials and services and $1,119,820 in capitalized fees. In 1978, billings included $276,759 in media, $135,696 in materials and services and $883,862 in capitalized fees. Accounts gained: ABC Digital, Matrix Corp., Matrix Instruments and Riteway Trucking. Lost: Compuscan. Billings breakdown: Newspapers 5%, business press 85%, farm press 10%. Employes: 14 in two offices.

Winterkorn, Hammond & Lillis, Rochester, N.Y., had gross income of $930,759 in 1979 on billings of $6,206,579. In 1978, the agency had gross income of $638,601 on billings of $3,408,176. Volume in 1979 included $2,309,450 in media, $823,840 in materials and services and $3,073,289 in capitalized fees. Its 1978 volume consisted of $1,042,050 in media, $632,740 in materials and services and $1,733,386 in capitalized fees.

Accounts gained: Sybron Corp. medical division; King-Seely Thermos, American Hospital Corp., Dade division, Corning Glass Corp., GCA Corp., Textron Shuron division. Media breakdown: Business papers 45%, tv 10%, p.o.p. 10%, magazines 18%, radio 5%, direct mail 10% and newspapers 2%. Employes: 31.

Witherspoon & Associates, Fort Worth, reported net income of $59,542 and gross income of $993,116 in 1979 on billings of $5,601,411. In 1978, net income was $120,174 and gross income was $1,108,753 on billings of $6,756,376. Volume in 1979 included $1,585,400 in media, $535,051 in materials and services and $3,480,960 in capitalized fees. Its 1978 volume included $1,887,952 in media, $618,581 in materials and services and $4,249,843 in capitalized fees.

Accounts gained: Harris Hospital, Westgate Fabrics, Pamex Foods, Steamatic, Victor Equipment Co., Cushman & Wakefield, Pick Hotels. Lost: Tarrant Health Protection Plan, St. Joseph Hospital, Rangeaire, Taco Plaza, Justin Industries, Citizens Bank of Temple and Ridmar Mall. Billings breakdown: Newspapers 15%, magazines 12%, supplements 2%, radio 10%, tv 51%, outdoor 3%, business papers 5%, transit 1%, Yellow Pages 1%. Employes: 33.

Womack/Claypoole/Griffin Advertising, Dallas, reported net income of $141,250 and gross income of $752,166 on 1979 billings of $5,015,587. Its 1978 net income was $59,851, with gross income of $592,265 on billings of $4,308,450. The agency's 1979 volume included $2,710,036 in media and $2,305,551 in capitalized fees. Its 1978 volume included $2,158,444 in media and $2,150,006 in capitalized fees.

Accounts gained: AIM Corp., Airis Drinking Water, Anchor Industries, Automark, Citizen's Savings & Loan, Direct Couriers, Heliflight Systems, Holiday Travel Trailers, ICO, Kaepa Inc., Offshore Logistics, Refrigeration Engineering, Reynolds Modules Systems, Tracor Inc., Villa Oldsmobile. Accounts lost: Cardinal Cos., Midland National Bank, Mitsubishi Aircraft. Billings breakdown: Newspapers 12.1%, radio 6.8%, tv 19.7%, outdoor 7.9%, business papers 33.2%, farm publications 16.6%, point of sale 3.7%. Offices: 4. Employes: 19.

Woodard Askey Eggers & Schaffer, Greenfield, Mass., reported gross income of $400,000 in 1979 on billings of $2,667,600. Volume in 1979 included $800,000 in media and $1,867,600 in capitalized fees. Its 1978 results were not furnished. Accounts gained: Chemical Fabrics Corp., Greenwood Energy Corp. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, tv 5%, business papers 75%. Employes: 14 in two offices.

Wray/Ward Advertising, Charlotte, N.C., had gross income of $626,239 in 1979 on billings of $4,117,507. In 1978, gross income was $421,606 on billings of $2,967,389. Volume in 1979 included $2,006,551 in media, $696,082 in materials and services and $1,414,874 in capitalized fees. Its 1978 volume included $1,326,361 in media, $422,873 in materials and services and $1,218,155 in capitalized fees.

Accounts gained: Berkeley Co., Brick Assn. of North Carolina, Tubetex Corp. Lost: First Union Mortgage Corp. Billings breakdown: Newspapers 24%, magazines 17%, radio 6%, tv 24%, outdoor 4%, business papers 25%. Employes: 16.

Wyble Advertising, Millville, N.J. reported gross income of $563,017 on 1979 billings of $4,039,836. Its 1978 gross was $393,749 on billings of $3,501,487. The agency's 1979 volume included $1,145,464 in media, $585,248 in materials and services and $2,309,124 in capitalized fees. Its 1978 volume included $1,086,150 in media, $339,749 in materials and services and $2,075,588 in capitalized fees.

Accounts gained: Hughes Aviation Services, International Learning Systems, MBB Helicopter Corp., Seidelmann Yachts. Lost: Wheaton Village. Billings breakdown: Newspapers 3%, outdoor 2%, business papers 60%, p.o.p. 5%, direct mail 10%, other 20%. Employes: 16.

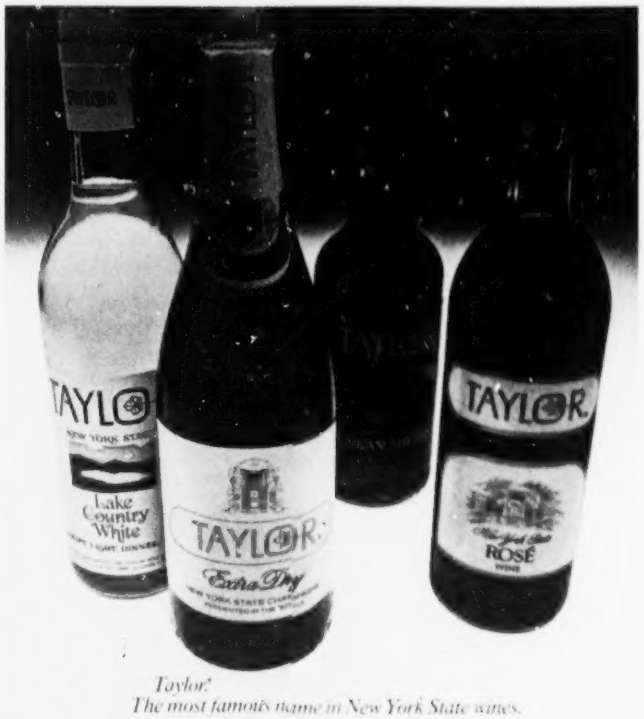
Yellow Pages Marketing Services, Milwaukee, had gross income of $910,165 in 1979 on billings of $6,067,000. In 1978 the agency had gross income of $623,850 on billings of $4,159,000. Its 1979 volume included $239,000 in non-U.S. billings. Its 1978 volume included $131,000 non-U.S. Billings breakdown: 100% Yellow Pages. Employes: 22.

Z/E/A Marketing Communications, New York, had gross income of $479,000 in 1979 on billings of $3,164,000. In 1978, gross income was $475,000 on billings of $3,073,850. Volume in 1979 included $1,850,000 in media, $180,000 in materials and services and $1,134,000 in capitalized fees. Its 1978 volume included $1,850,000 in media, $190,000 in materials and services and $1,033,850 in capitalized fees.

Accounts gained: Briarcliff Racquet Club, Corn Products (special projects), Rex-Noreco. Lost: ABC-owned fm stations, Greater New York Power & Sailboat Show, New York International Plant & Flower Show. Billings breakdown: Newspapers 15%, magazines 20%, radio 45%, tv 5%, business papers 10%, direct mail 5%. Employes: 90.

Zam & Kirshner, Great Neck, N.Y., had gross income of $181,400 in 1979 on billings of $1,209,402. In 1978, gross income was $160,100 on billings of $1,067,757. Volume in 1979 included $693,221 in media, $322,832 in materials and services and $193,349 in capitalized fees. Its 1978 volume included $557,544 in media, $265,998 in materials and services and $244,215 in capitalized fees.

Accounts gained: Interfina Corp., Laribee Wire, DeFrancisci Machinery, American Gas & Chemicals, Math Associates, ADT Inc., Aquarium Imports, Perma-Alloys, Semitronics Corp. Lost: Singer Products, Globe Book Co. Billings breakdown: Newspapers 5%, magazines 9%, radio 3%, business papers 65%, direct mail 7%, other 11%. Employes: 8.



Taylor.
The most famous name in New York State wines.

THE WINE SPECTRUM

Kenyon & Eckhardt Advertising, New York, is agency for Taylor Wines.

Zubi Advertising Services, Miami, had estimated gross income of $180,000 on billings of $1,200,000 in 1979. In 1978, estimated gross income was $127,000 on billings of $846,740. Volume in 1979 included $900,000 in media, $200,000 in materials and services and $100,000 in capitalized fees. Its 1978 volume included $650,000 in media, $50,000 in materials and services and $146,740 in capitalized fees.

Accounts gained: Buchanan's scotch, CBS Records International, Braniff Tour Brochures, Lineas Aereas Paraguayas. Billings breakdown: Newspapers 15%, magazines 5%, radio 30%, tv 25%, outdoor 5%, business papers 5%, transit advertising 1%, p.o.p. 2%, direct mail 2%, brochures 10%. Employes: 6.

Zung International, McLean, Va., reported gross income of $157,000 on billings of $1,172,850 in 1979. Its 1978 gross income was $176,000 on billings of $1,350,050. Its 1979 billings included $806,000 in media and $366,850 in capitalized fees. Its 1978 billings included $1,250,000 in media and $100,050 in capitalized fees.

Accounts gained: PRC Realty Systems, Panorama Real Estate, Warner-Tyler International, Delta Systems, VGL Properties. Lost: Seidel Chevrolet, Colonial Title. Billings breakdown: Newspapers 50%, magazines 5%, radio 5%, business papers 10%, direct mail 5%, collateral 25%. Employes: 8 in two offices.

Zylke & Affiliates, Glenview, Ill., had gross income of $958,400 on billings of $6,293,000 in 1979. In 1978 the agency had gross income of $844,500 on billings of $5,515,560. Its 1979 volume included $2,514,000 in media, $871,000 in materials and services and $2,908,000 in capitalized fees. Its 1978 volume included $2,268,000 in media, $793,000 in materials and services and $2,454,560 in capitalized fees. Included are the results of a subsidiary, John M. Ripley & Associates.

Accounts gained: General Kinematics, Technical Publishing Co., Economy Engineering, Diversey Corp. (pr only), Gould Inc. powdered metal parts, replacement parts, foundry products and metals divisions. Lost: Gould Inc. hose and couplings division, K.E.W. Industries, Echo Inc. Billings breakdown: Newspapers 1%, magazines 2%, radio 3%, business papers 59%, farm publications 2%, direct mail 4%, other 29%. Employes 21.

Index to Advertisers

Advertising Age 97, 99
Allyn Neckwear, Inc 86
Apartment Life 6
Appleton Post Crescent 70
Arizona Republic/The Phoenix Gazette 59
Association Films, Inc 78
Atlanta Journal/Atlanta Constitution 17
Bell's Scotch 28
Bergen Record 24
Boston Herald American 63
Business Week 25
Campbell-Ewald Company 29
Changing Times 79
Chicago Tribune 35
Cleveland Plain Dealer 34
Cosmopolitan 21
Crain Books 95
Creative Black Book 73
D.G. Advertising, Inc 93
Dallas Morning News 45, 47, 49
Dallas Times Herald 85
Datamation 65
Ed Delgado Advertising & Public Relations 80
Denver Post 69
Des Moines Register & Tribune 75
Detroit News 61
Diario Las Americas 89
Dynamic Graphics, Inc 55
ESPN/Entertainment & Sports Programming Network Covers 2, 2A/2B
Emery Air Freight 81
Eva-Tone Soundsheets 41-42
Forum Personnel Inc 88
Gift-Pax, Inc 4
Good Housekeeping 7
Hartford Courant 83
Henderson Advertising, Inc 22/23
Houston Post 87
Inc. Magazine 15
Judd-Falk 64
Lee King & Partners 39
Los Angeles Times 57
McGraw-Hill Publications Co 51
Milwaukee Journal 44
Modern Talking Picture Service 82
Money 66/67
New York Times 30/31
Newark Star-Ledger 33
Newsweek 5
Output Magazine 36/37
Philadelphia Evening Bulletin 38
Photo Lettering Incorporated 91
Playboy Cover 4
Producers Video Center 32
Raleigh-Durham Newspapers 93
Reader's Digest Cover 3
Scott Plastics Co 68
Self Magazine 13
South Bend Tribune 72
T.V. Guide 11
Time 52/53
Ventura Associates, Inc 90
U.S.A. 800 84
U.S. News & World Report 9
U.S. Suburban Press, Inc 71
WCTV 74
W Magazine 26/27
Wall Street Journal 18/19
Ziff-Davis Magazine Network 76/77